

AN IDEA/ACTIVITY BOOK FOR

THE INTERMEDIATE GRADES

GOOD & APPLE

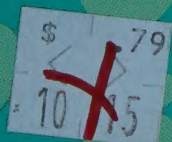


**CREATIVE
WRITING
FUN**

By

**Howard Knopf
and Kate Alice
Dunaway**

illustrated by
Evelyn Pesiri



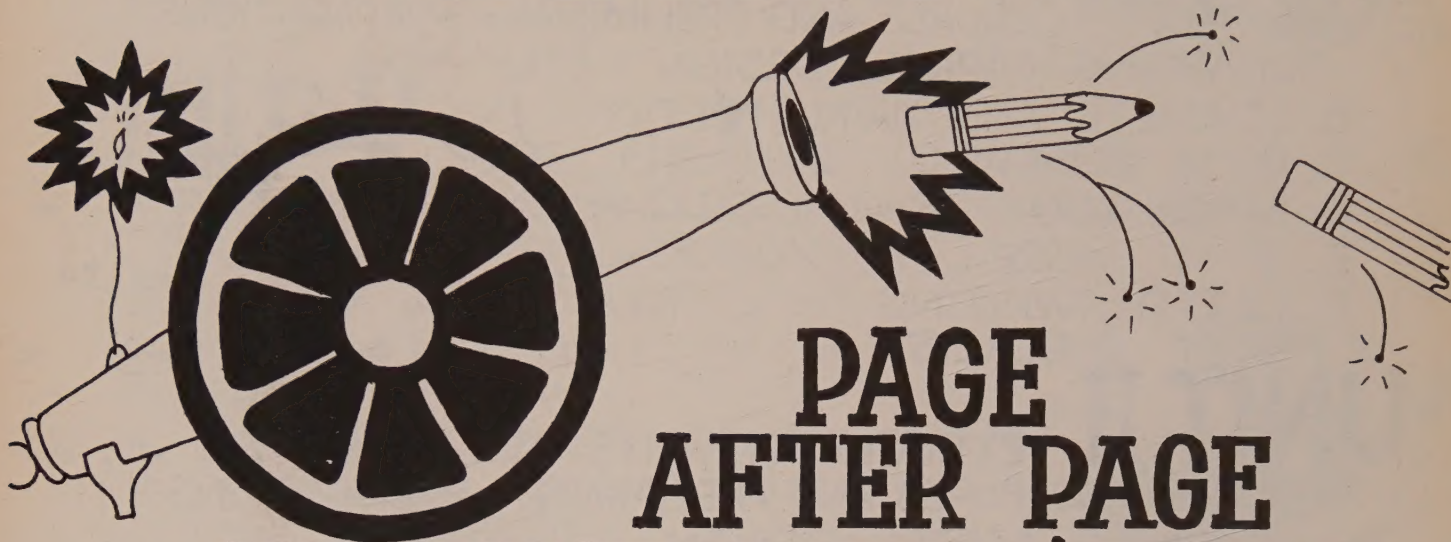


GOOD APPLE



Presents

GOOD APPLE & CREATIVE WRITING FUN

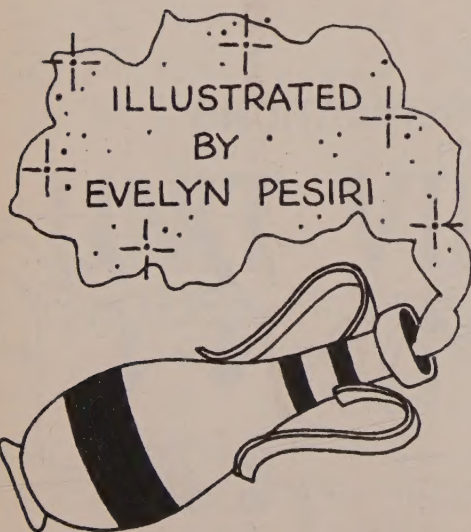


PAGE AFTER PAGE OF PENCIL POPPIN' POWER

By :



HOWARD H. KNOPF
KATE ALICE DUNAWAY



Cover by Nancee Volpe

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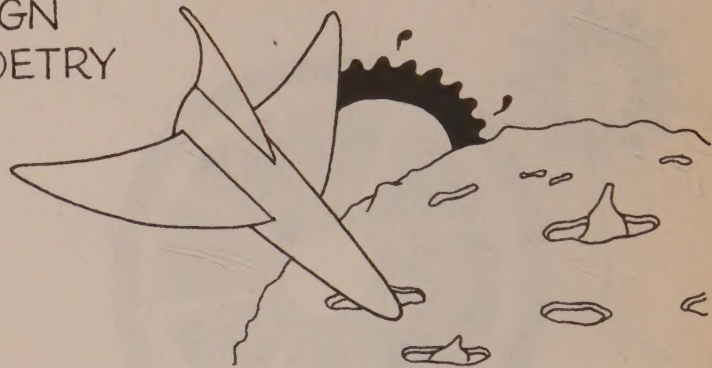
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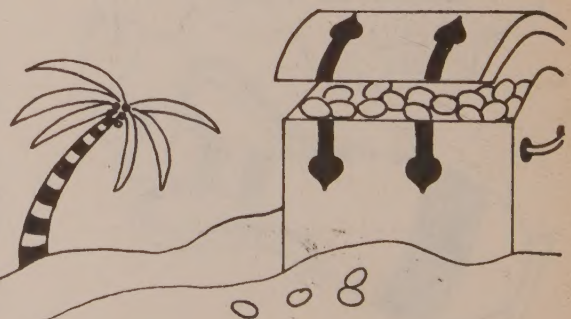
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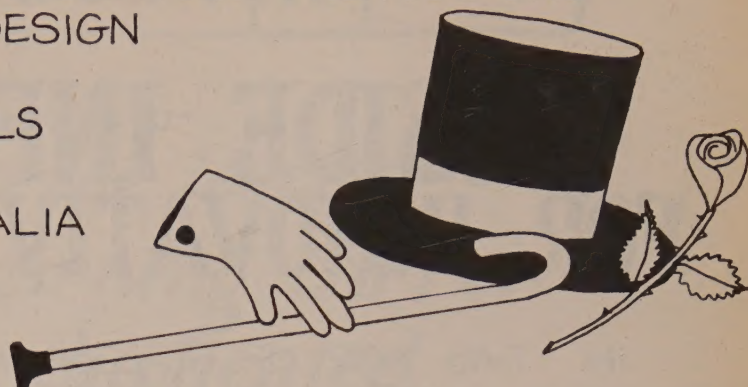
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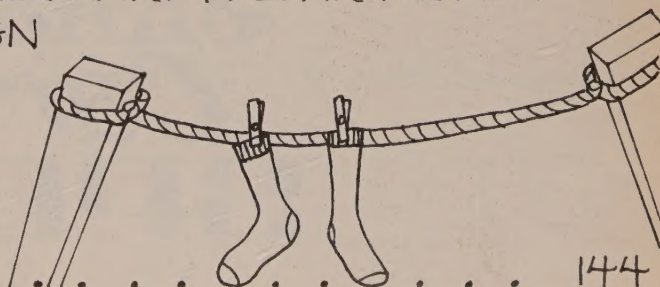
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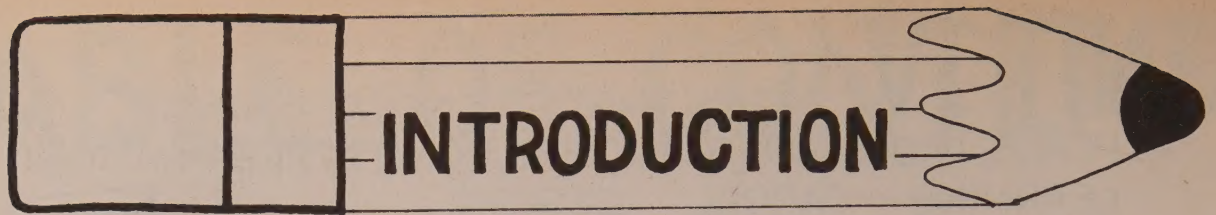
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INSIDE INFORMATION FOR INNOVATIVE INDIVIDUALS

IN THIS AGE OF STRESSING BASIC SKILLS, THE SECOND OF THE THREE R'S HAS BEEN GROSSLY OMITTED. MOST OF US ARE REQUIRED TO TEACH READING AND MATH, BUT WRITING SKILLS ARE OFTEN NEGLECTED. STUDENTS MUST BE GIVEN THE OPPORTUNITY TO EXPRESS THEMSELVES THROUGH VARIOUS LANGUAGE ARTS ACTIVITIES. ONE INVALUABLE METHOD IS CREATIVE WRITING. THE UNDERLYING PURPOSE OF THIS BOOK IS TO AIDE YOU IN THAT ENDEAVOR.

WE HAVE ATTEMPTED TO MAKE THE ACTIVITIES IN THIS BOOK AS EASY AS POSSIBLE TO IMPLEMENT IN YOUR CLASSROOM. EACH CHAPTER IS A SELF-CONTAINED UNIT WHICH MAY BE USED IN ITS ENTIRETY OR AS SEPARATE ACTIVITIES TO ENRICH ONE PARTICULAR SKILL. THE UNITS HAVE BEEN DESIGNED AROUND THEMES THAT WOULD APPEAL TO MIDDLE AND UPPER GRADE STUDENTS.

Science Fiction

Newspapers

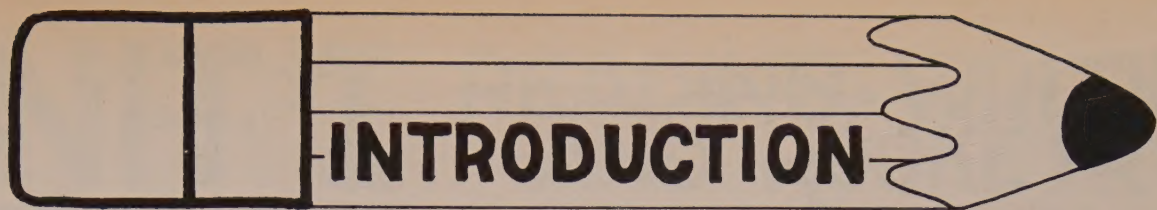
ENTERTAINMENT

CONSUMERISM

SEASONS

Careers

SPORTS



THE FORMAT IS AS FOLLOWS:

Instructions to the teacher
Design for the Learning Carrel
Activities to be duplicated
Checklist

THE TALLY SHEET OR CHECKLIST HAS BEEN DESIGNED TO AIDE YOU IN RECORD KEEPING. EACH UNIT HAS ONE CHECKLIST MASTER FOR ALL OF THE ACTIVITIES IN THE CHAPTER. EACH ACTIVITY HAS TWO SPACES TO BE CHECKED. THE FIRST SHOULD BE CHECKED BY THE STUDENT WHEN HE/SHE COMPLETES THE ACTIVITY. THE SECOND SPACE IS FOR THE TEACHER TO CHECK IN ORDER TO VERIFY THAT THE WORK HAS BEEN COMPLETED CORRECTLY. THE CHECKLIST SHOULD BE PLACED NEAR THE LEARNING CARREL FOR YOUR CONVENIENCE.

IF YOU WISH TO USE THE SUBJECT APPROACH, CONSULT THE INDEX FOR CROSS-REFERENCING.

NATURALLY, THE MOST APPROPRIATE RESOURCES FOR CREATIVE WRITING IN YOUR CLASSROOM ARE YOU AND YOUR STUDENTS. WE HOPE THIS BOOK WILL BE AN EFFECTIVE MEANS OF STIMULATING FURTHER INTEREST IN THE CRITICAL "SECOND R."

Keep poppin' those powerful pencils!

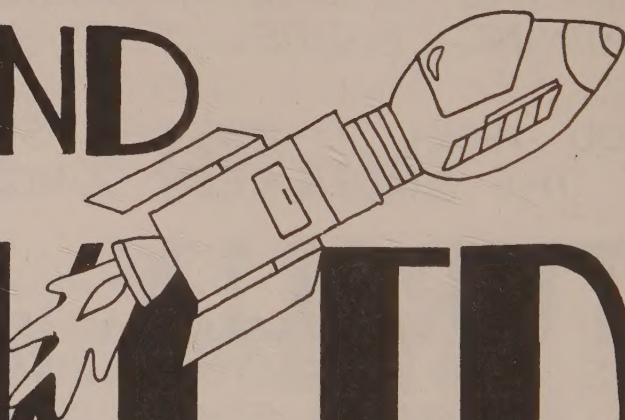
HOWARD & KATE ALICE
(EVELYN, TOO)

READING,

WRITING

AND

ROCKETRY

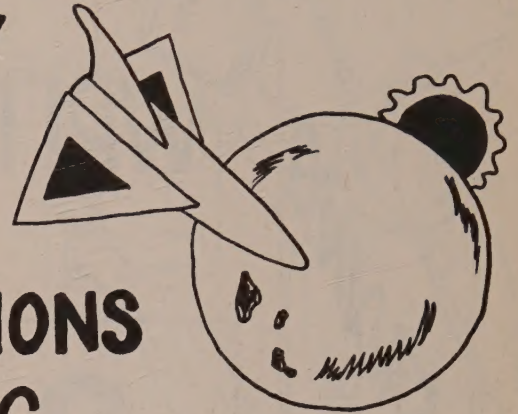


UNIT I READING, WRITING AND ROCKETRY

A. Plans, Procedures and Preliminary Preparations

HERE'S YOUR OPPORTUNITY TO CAPITALIZE ON YOUR STUDENTS' INTEREST IN OUTER SPACE. THIS UNIT SHOULD BE USED TO ENRICH THESE CONCEPTS:

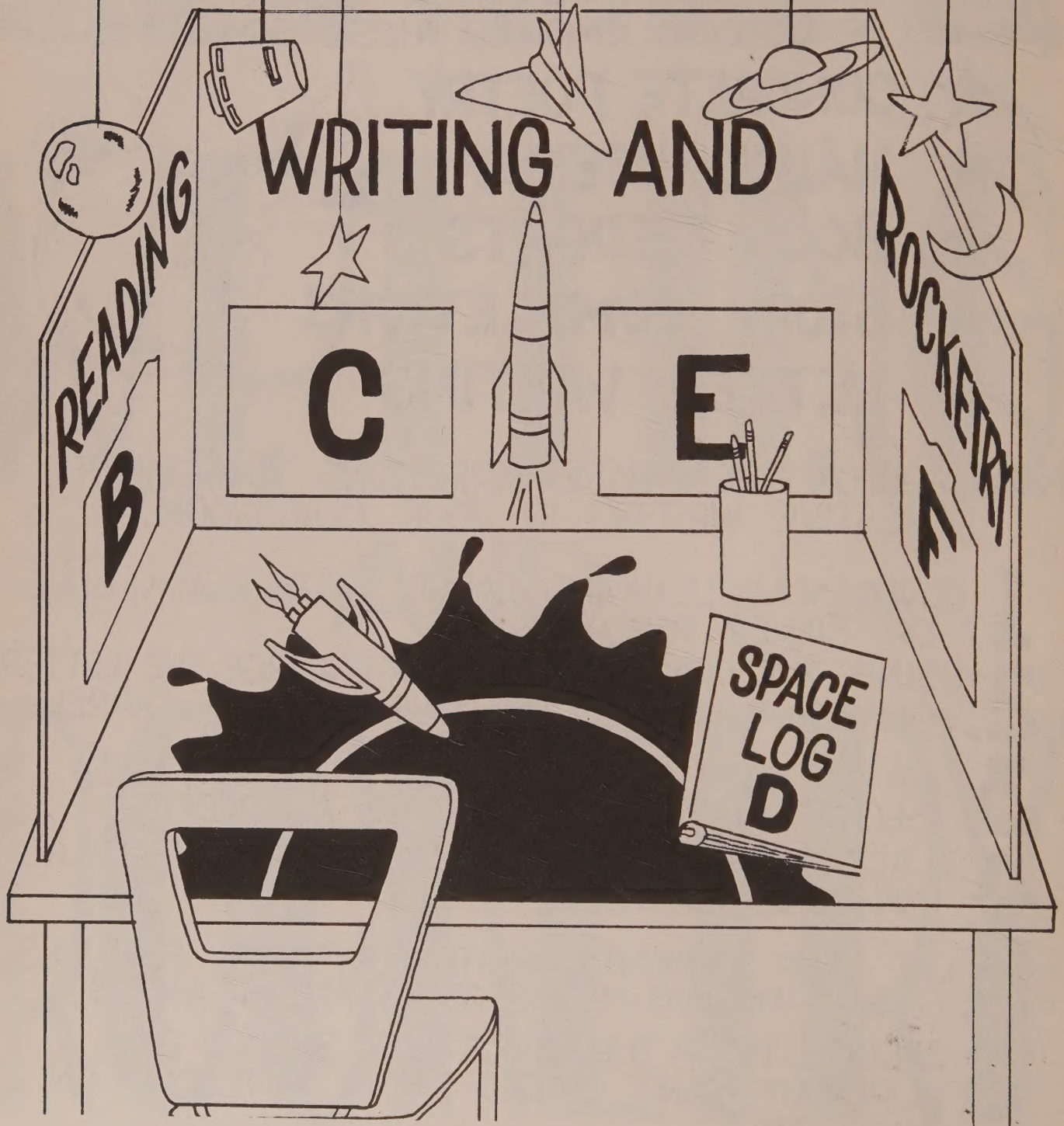
- ★ CONCRETE POETRY
- ★ HAIKU POETRY
- ★ BOOK REPORTS
- ★ STORY COMPLETIONS
- ★ LETTER WRITING

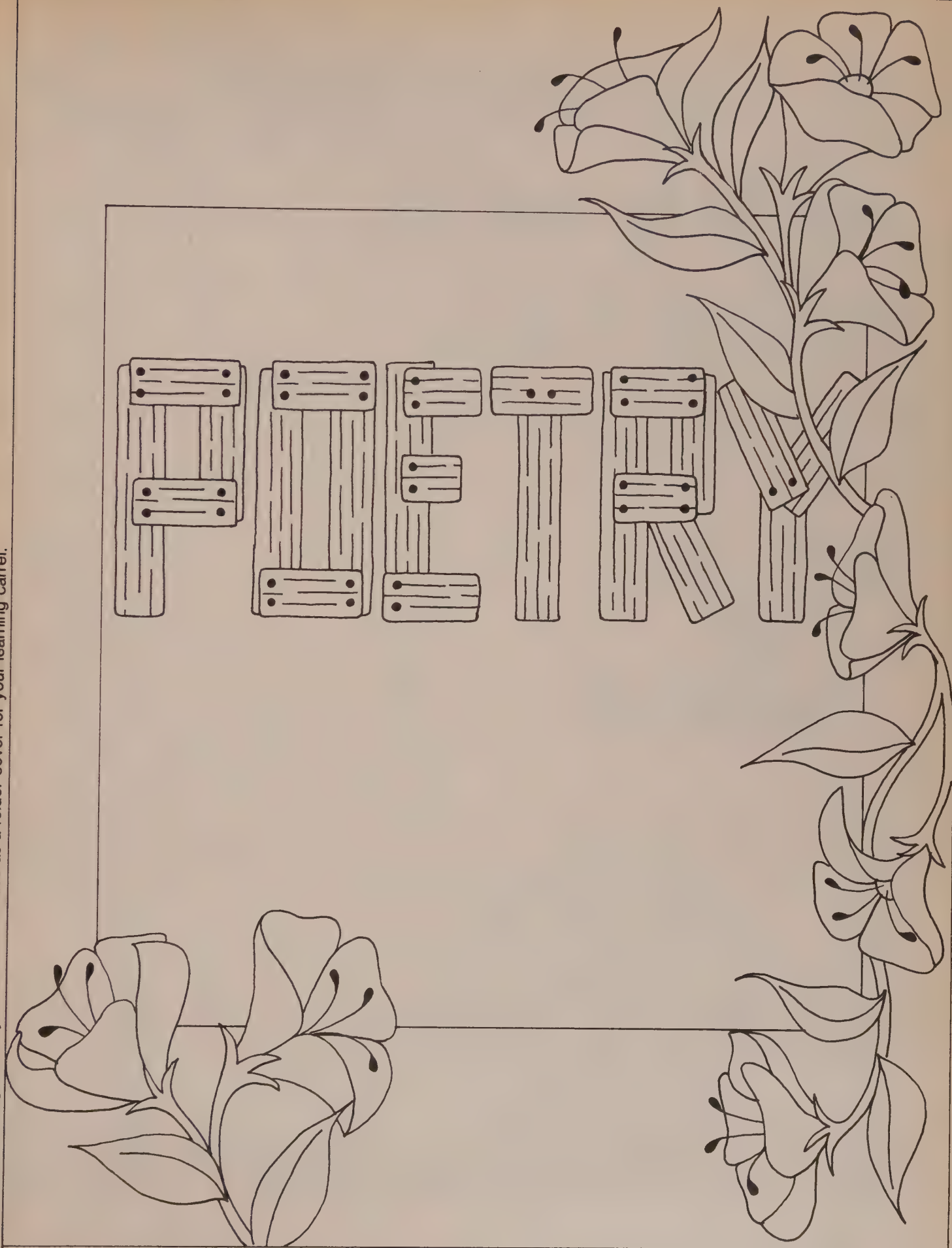


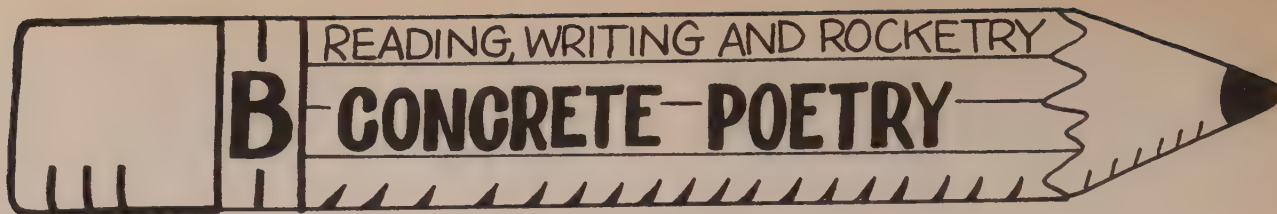
NOW, FOLLOW THESE BASIC DIRECTIONS TO PROMOTE CREATIVE WRITING IN YOUR CLASSROOM.

1. COVER YOUR LEARNING CARREL WITH BLACK, BLUE OR SILVER PAPER.
2. USING THE OPAQUE PROJECTOR, ENLARGE THE LETTERS ON OUR TITLE PAGE FOR YOUR LEARNING CARREL.
3. CUT OUT EACH ACTIVITY DESIGN (B,C,D,E,F) AND SECURE IT TO THE FRONT OF A FOLDER.
4. PLACE EACH FOLDER IN AN APPROPRIATE PLACE ON THE CARREL.
5. LET YOUR STUDENTS CREATE ADDITIONAL FEATURES (E.G. - HANGING MOONS, STARS AND PLANETS).
6. SPECIAL NOTE: THE SPACE LOG SHOULD BE DUPLICATED AND PLACED IN A NOTEBOOK ON THE TABLE.

LEARNING CARREL DESIGN







CONCRETE POETRY ★★★

CONCRETE POETRY USES
SPECIFIC WORDS, SOUNDS OR
SHAPES TO CONVEY A MESSAGE.

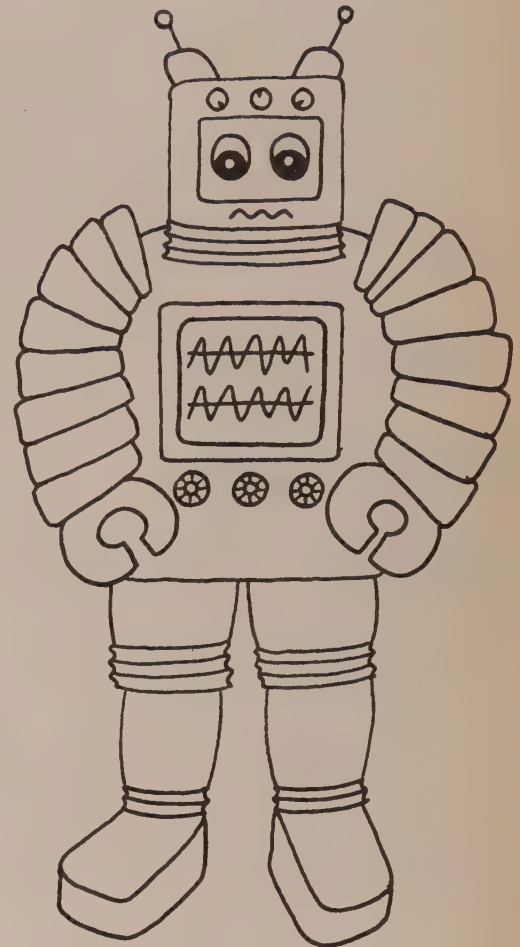
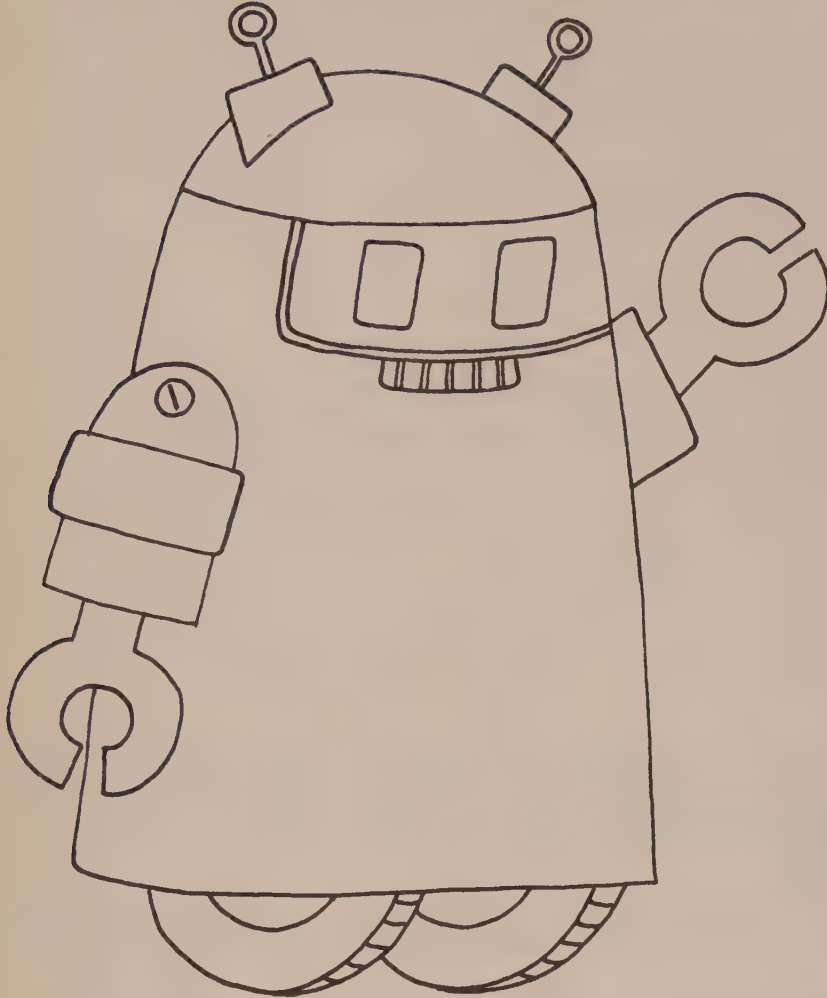
READ SOME OF e.e. cummings'
CONCRETE POETRY.

HERE ARE TWO EXAMPLES

A STAR WAS SIGHTED BY OUR ROCKET SHIPS, WE GAZED
UPON IT WITH
SILENT LIPS AND
WHAT DID WE SEE - A SHINING
INFERNO BURSTING TO BE FREE.

A PLANET
SWIRLING, TWIRLING,
HURLING THROUGH INFINITE,
INDEFINITE OUTER SPACE.
THE TIME IS BEYOND OUR
VERY COMPREHENSION AND
THERE APPEARS TO BE NO
END. A PLANET SWIRLING,
TWIRLING THROUGH INFINITE,
INDEFINITE OUTER SPACE
THE TIME IS BEYOND OUR
VERY COMPREHENSION
AND THERE

NAME _____
DATE _____
B **CONCRETE POETRY**



For Advanced Spatial Beings Only

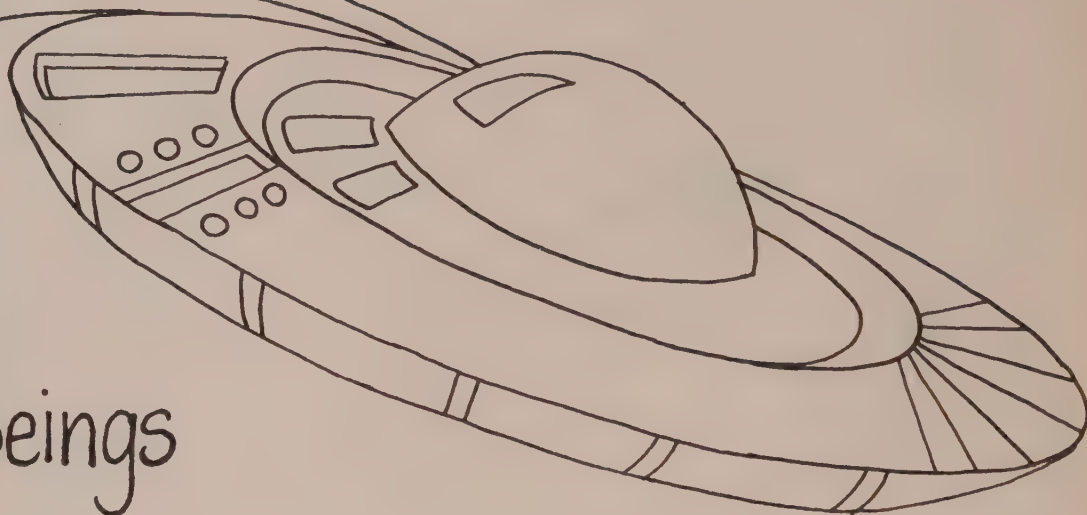
Why not try using some of these words
in your poem:

mechanical	electrical
automatic	brain bank
computerized	humanoid
laser	remote control

B

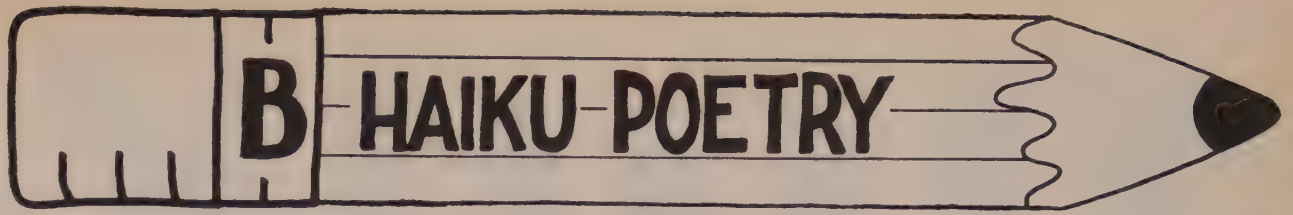
NAME _____
DATE _____
CONCRETE POETRY

For
Advanced
Spatial Beings
Only



List all of the words in your poem under the correct heading:

One Syllable	Two Syllables	Three Syllables	Four Syllables	More Than Four Syllables



HAIKU POETRY

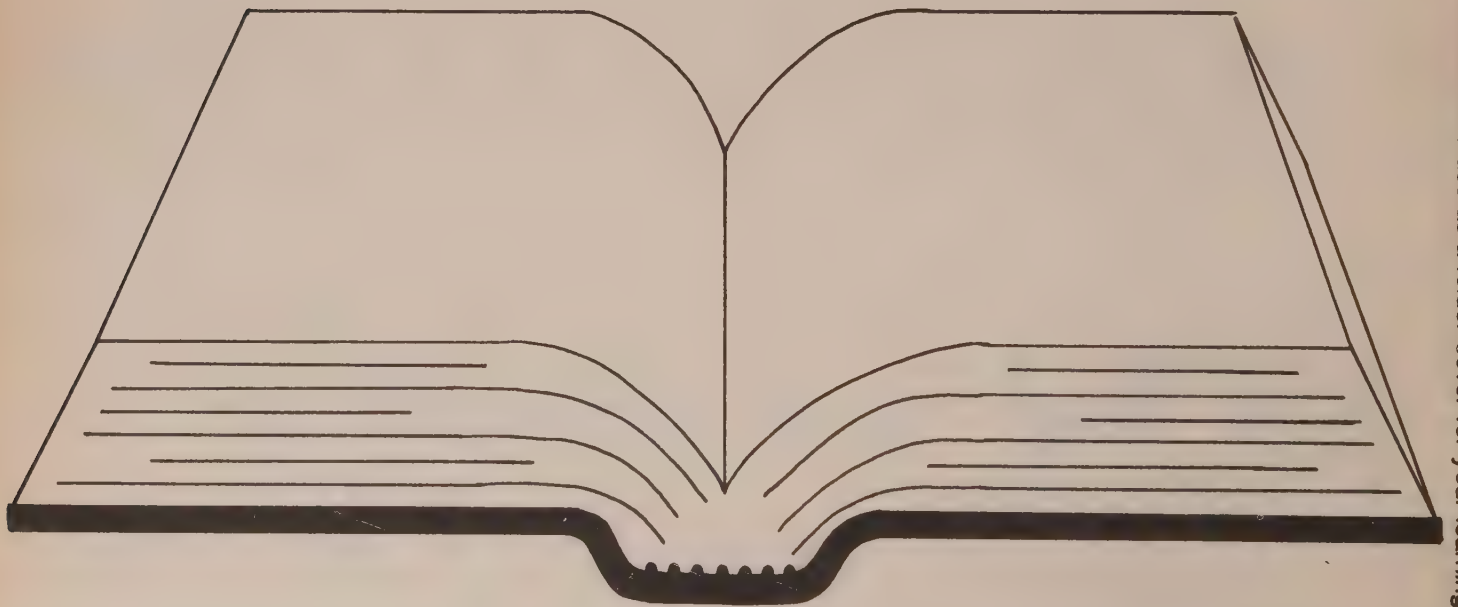
A haiku is a short three-line poem which usually presents an object in nature and a feeling or surprising observation with it. The second line of the poem is usually longer than the other two.

here's an example...

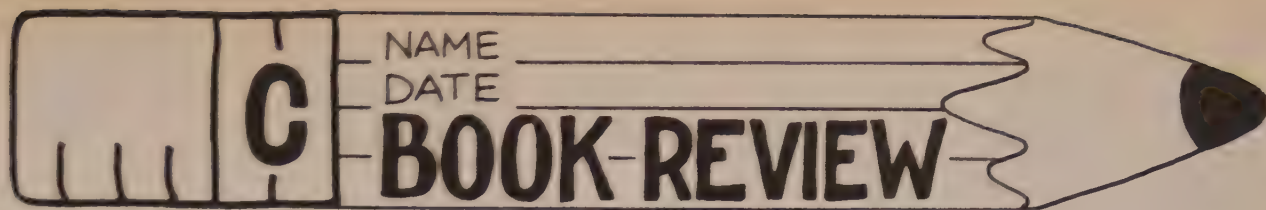
From the sparkling surface
the fishlines go down into the depths
away from the sun.

NOW, *you do one:*

BOOK REVIEW



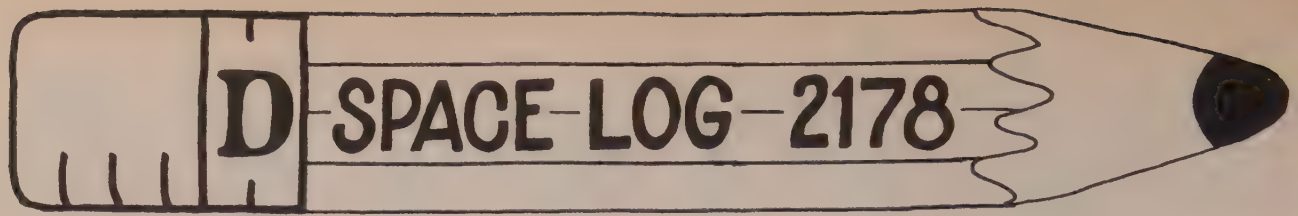
This page was designed for you to color and use as a folder cover for your learning cartel.



Read the book, A Wrinkle in Time
by Madeleine L'Engle

Select one of these methods for reviewing the book. Circle the appropriate one. Then, turn in the page for prior approval by your teacher.

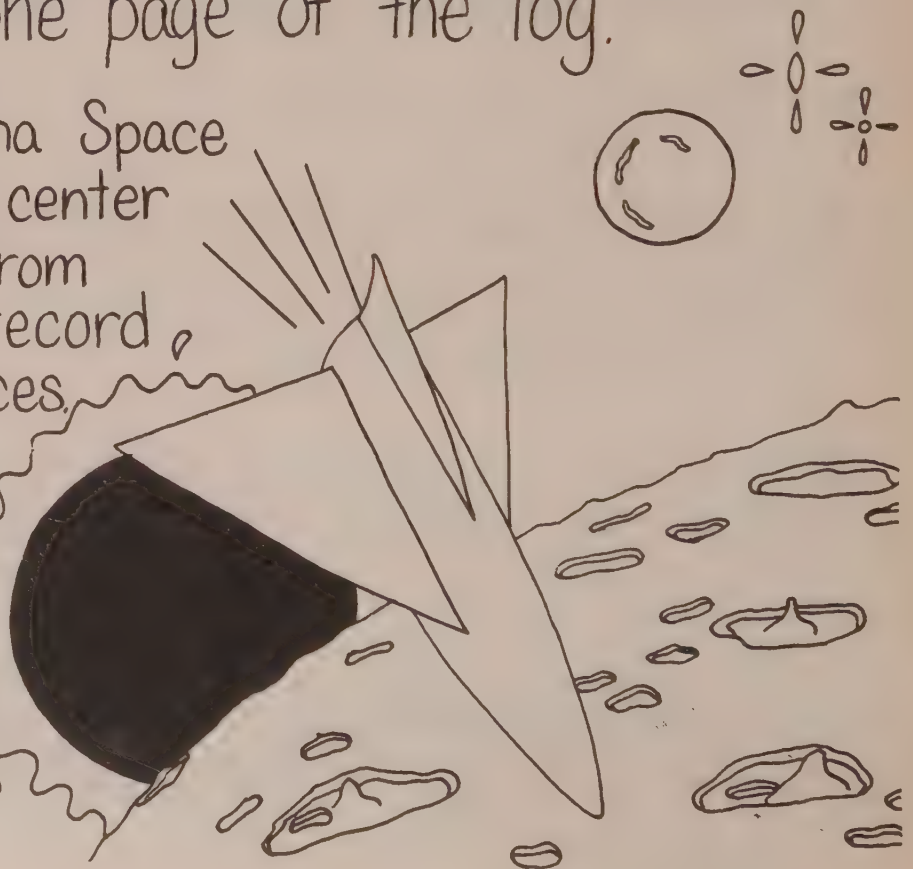
1. PREPARE BOOK JACKETS THAT REALLY ILLUSTRATE THE KIND OF BOOK AS WELL AS THE STORY.
2. BUILD A MINIATURE STAGE SETTING FOR PART OF THE STORY.
3. WRITE A PUBLISHER'S BLURB TO SELL THE BOOK.
4. READ ORALLY AN INTERESTING PART, STOPPING AT A STRATEGIC POINT.
5. DESCRIBE A CHARACTER, INCIDENT OR A STORY AS IT WOULD BE DONE BY AN ON-THE-SCENE NEWS REPORTER.
6. ASSUME YOU ARE A MAJOR CHARACTER IN THE BOOK AND WRITE A LETTER TO A FRIEND TELLING ABOUT RECENT EVENTS IN YOUR LIFE.
7. SELECT A DESCRIPTIVE PASSAGE AND READ IT ALOUD TO THE CLASS.



Your entire class is the crew of the Spaceship Ultrana. You have been travelling the galaxies for the past thirty years. As the crew, you have the obligation of recording each day's events in the Ultrana Space Log (This is somewhat like a diary, but more creative since you are highly intelligent twenty-second century beings.) Each crew member should complete at least one page of the log.

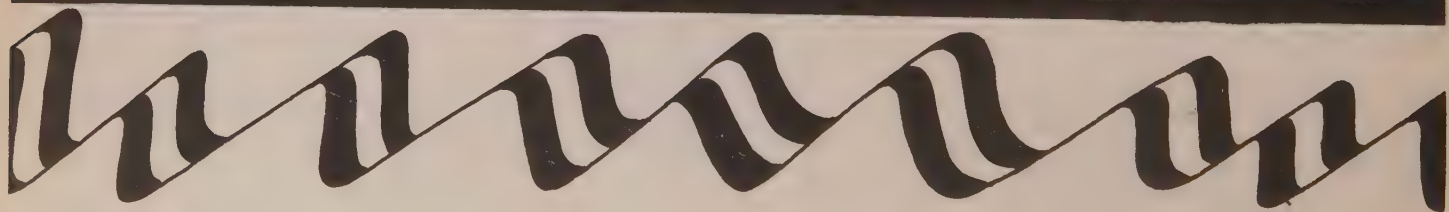
✧-Locate the Ultrana Space Log in the rocketry center and read the log from previous days. Now record your day's experiences.

✧-Remember your commander's final words - "Ultrana's fate is in your hands."



IF I

WERE



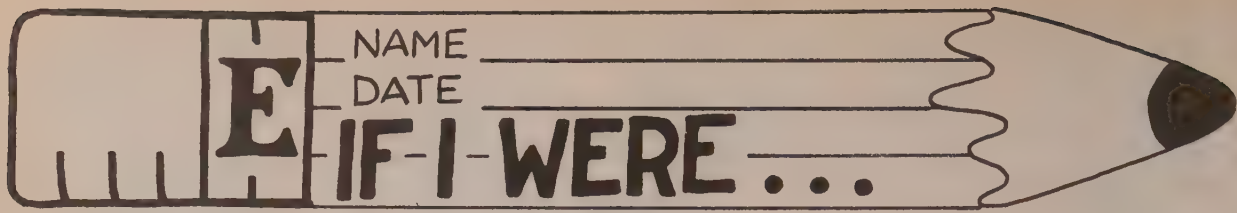
This page was designed for you to color and use as a folder cover for your learning carrel.

E	NAME _____
	DATE _____
IF I WERE	

If I were President of the United States and NASA had just requested an increase in funds to promote intergalactic space travel, I would

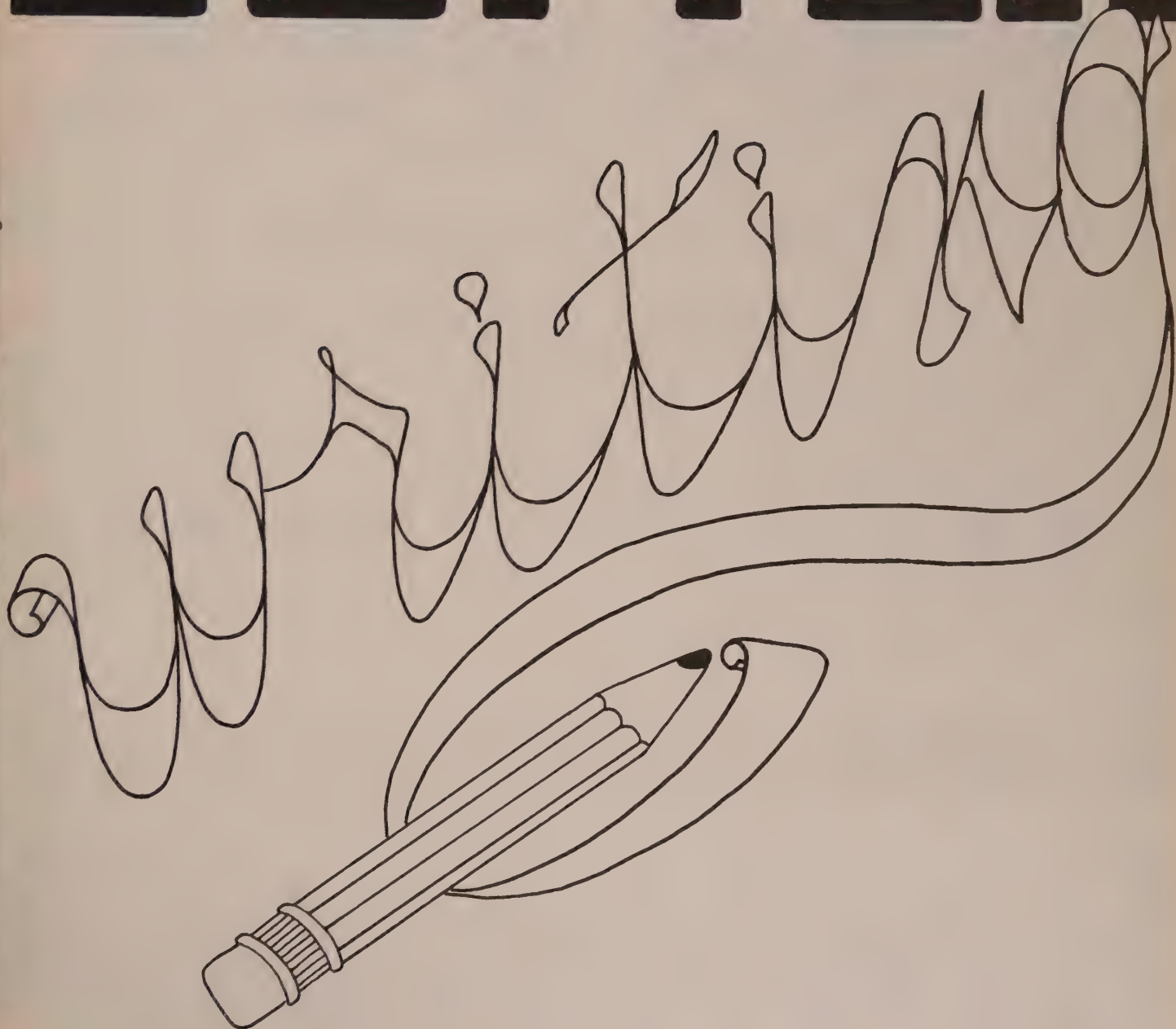


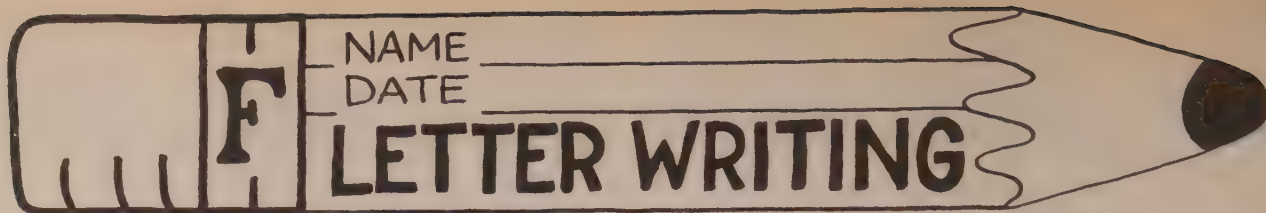
Furthermore, I recommend that Congress take this action because _____



If I were stranded on the planet Emore, sixty billion miles from the nearest Earth station,





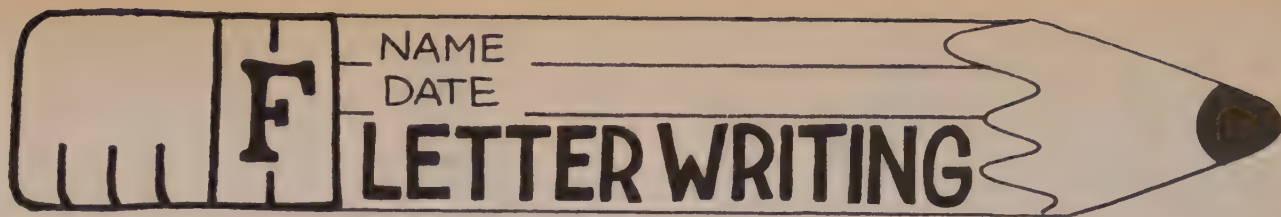


A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z

WARNING WARNING

The Spaceship Ultrana is being attacked by Battleship Argonne. Alien beings are rapidly approaching. You must send a secret message immediately to your satellite ship. Design your own code letters on the blanks above. Then compose your warning at once. Time is of the essence.

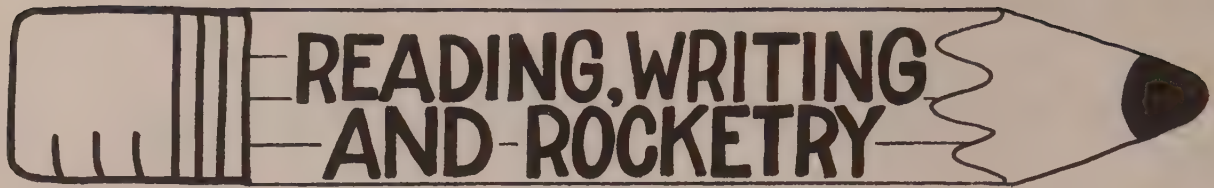
ULTRANA SPACE GRAM



The ghastly Emperor Twarzak has imprisoned your entire crew on the planet Mito. As acting commander, you are allowed one letter (to be sent Space Express) to the space shuttle that is currently orbiting Mito. Remember, the fate of the crew is in your hands.

A large rectangular area for writing, framed by a decorative border of black and white squares. Inside the frame is a sheet of white paper with horizontal lines for handwriting practice. The lines are evenly spaced and cover most of the page area.

UNIT I

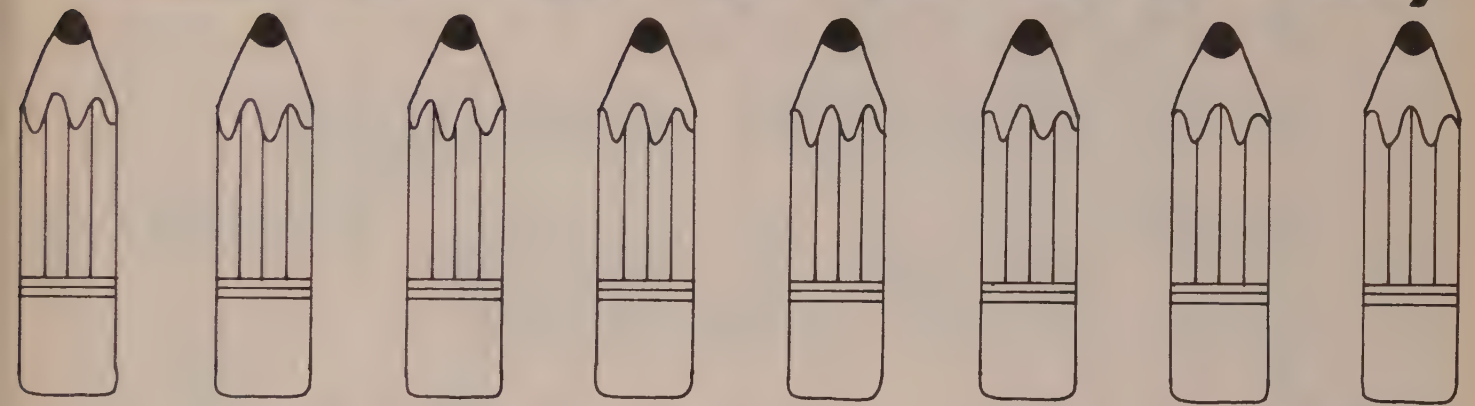


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TEACHER'S
COMMENTS

[illegible]

**EXTRA,
EXTRA,**



**WRITE ALL
ABOUT
IT!**

UNIT II

EXTRA, EXTRA,
WRITE ALL ABOUT IT!

A. Plans, Procedures and Preliminary Preparations

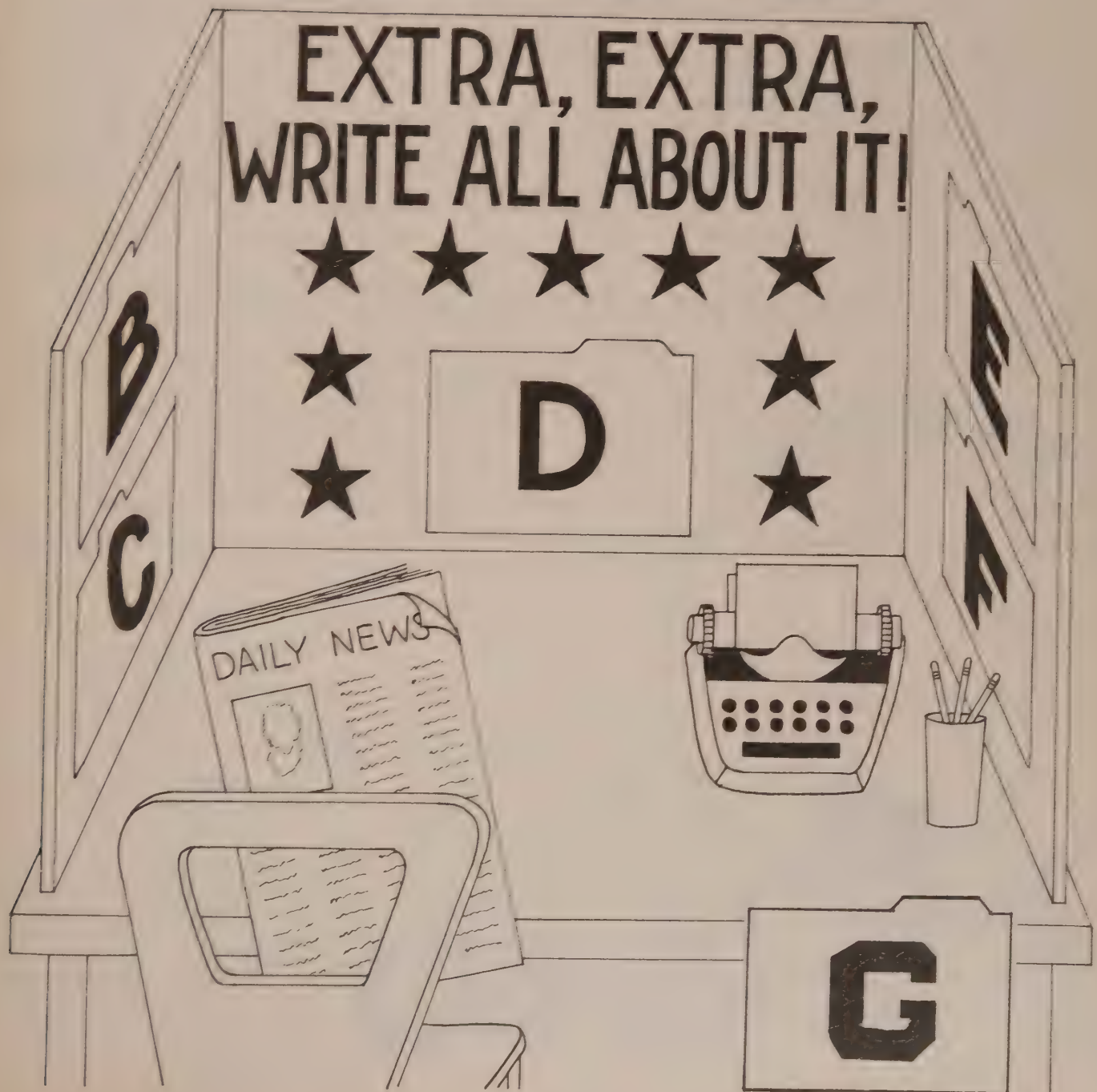
HERE'S A CHANCE TO CAPTIVATE THOSE ROVING REPORTERS IN YOUR CLASSROOM. THIS UNIT SHOULD BE USED TO ENRICH THESE CONCEPTS:

- ★ ORGANIZATIONAL SKILLS
- ★ MAIN IDEAS
- ★ PERSUASIVE ARTICLES
- ★ ARTICLES AND SHORT STORIES
- ★ LETTER WRITING

NOW,

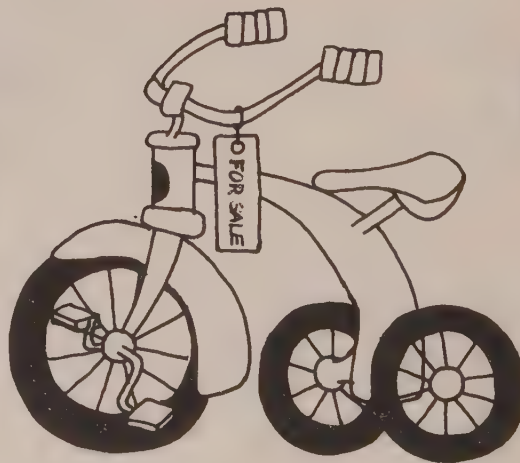
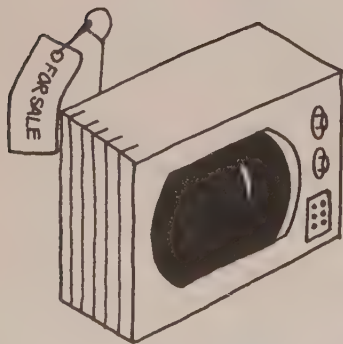
1. FOLLOW THESE BASIC DIRECTIONS TO PROMOTE CREATIVE WRITING IN YOUR CLASSROOM.
COVER YOUR LEARNING CARREL WITH NEWSPAPER.
(YOU MAY WANT TO LAMINATE IT.)
2. USING THE OPAQUE PROJECTOR, ENLARGE THE LETTERS ON OUR TITLE PAGE FOR YOUR LEARNING CARREL.
3. CUT OUT EACH ACTIVITY DESIGN (B, C, D, E, F, G) AND SECURE IT TO THE FRONT OF A FOLDER.
4. PLACE EACH FOLDER IN AN APPROPRIATE PLACE ON THE CARREL.
5. LET YOUR STUDENTS CREATE ADDITIONAL FEATURES (E.G., GLASSES, PENCILS, CAMERAS, ETC.).
6. FOR THAT EXTRA TOUCH, PLACE A TYPEWRITER AT THE CARREL FOR YOUR STUDENTS' USE.

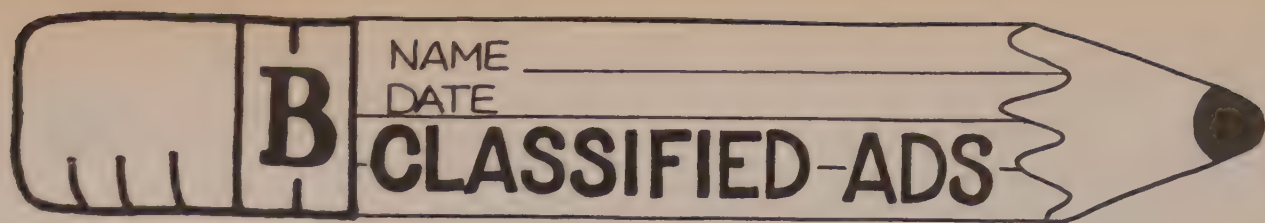
LEARNING CARREL DESIGN



CLASSIFIED

A D S





EVERY NEWSPAPER HAS ITS OWN SECTION OF CLASSIFIED ADS - ITEMS FOR SALE. MOST INDIVIDUALS CANNOT AFFORD TO INVEST IN LARGE ADVERTISING SPACES. THE NEWSPAPER HELPS THEM BY CONDENSING THE ADVERTISEMENT INTO A SMALL SPACE IN THE CLASSIFIED ADS SECTION. PEOPLE WHO USE THIS SERVICE FREQUENTLY TRY TO BECOME FAMILIAR WITH THE VARIOUS HEADINGS - FOR EXAMPLE, 405 MAY BE THE CODE FOR AUCTIONS, 320 FOR BUILDING MATERIALS, 720 FOR NEW HOMES, ETC.

Use your local newspaper to find these headings. If one is not listed, write N/A for not applicable.

AUCTIONS _____
PETS _____
LIVESTOCK _____
AUTOMOBILES _____
ANTIQUES _____
BUILDING MATERIALS _____
PERSONALS _____
CEMETERY PLOTS _____
HOMES (FOR SALE) _____
HOMES (FOR RENT) _____
UNFURNISHED APARTMENTS _____
FURNISHED APARTMENTS _____
JEWELRY _____



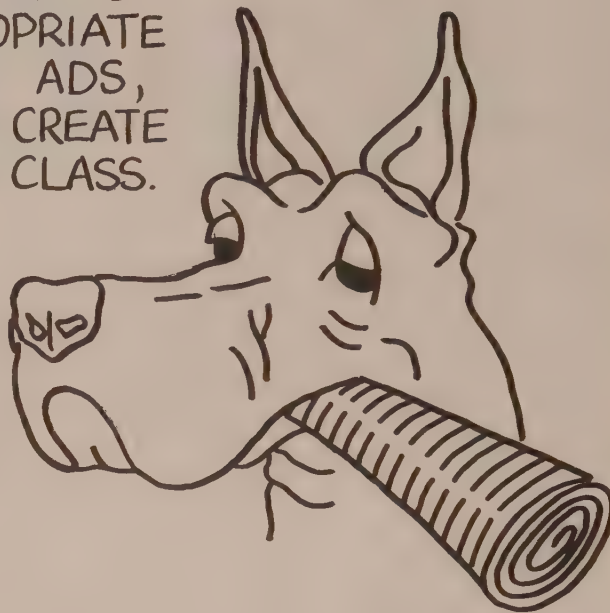
B

NAME _____
DATE _____

CLASS-CLASSIFIEDS

NOW THAT YOU'VE FAMILIARIZED YOURSELF WITH THE APPROPRIATE HEADINGS FOR CLASSIFIED ADS, HERE'S YOUR OPPORTUNITY TO CREATE CLASSIFIEDS FOR YOUR OWN CLASS.

1. LIST AT LEAST TEN HEADINGS FOR ITEMS THAT YOU COULD SELL TO YOUR CLASSMATES- FOR EXAMPLE, YOUR OVERGROWN GREAT DANE.



2. CHOOSE ONE HEADING. WRITE AN AD THAT WOULD BE FOUND UNDER THIS PARTICULAR SECTION. BE SURE TO MAKE IT TWENTY WORDS OR LESS.

B KWAZY KWASSIFIEDS

Boy, do we have a deal for you! Aunt Matilda just passed away and left you an unbelievable inheritance! Unfortunately, you will never be able to use all of her belongings. Therefore, you need to prepare at least five classified ads to run in the Metro Daily. Remember, try to make your ad as appealing as possible!



You are now the proud owner of:

- A 1931 MAY-TUG WASHER AND DRYER (TURQUOISE, OF COURSE).
- ONE PET ANTEATER (ANSWERS TO "RALPH", "JOE" OR "HEY, YOU.")
- 30 CHARTREUSE VENETIAN BLINDS.
- 10 PLASTIC FLOWER ARRANGEMENTS (PREDOMINANTLY ORANGE AND MAGENTA).
- ONE CERAMIC CHRISTMAS TREE WITH LIGHTS (BUT NO BULBS).
- ONE CASE OF "MORNING WONDER", THE CEREAL THAT NEVER STOPS.
(EXPIRATION DATE: FEBRUARY, 1953)



- A 1954 THUNDERMOBILE (THE SEATS ARE MISSING, BUT IT DRIVES LIKE A DREAM).
- ONE AUTOGRAPHED COPY OF THE BOOK, "WENT WITH THE WIND."

HEADLINES

HEADLINES

HEADLINES

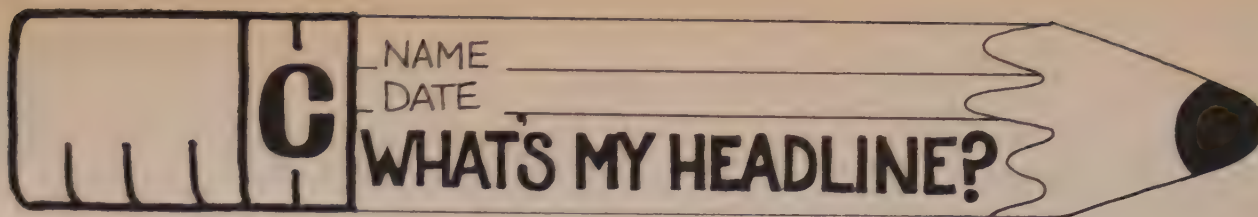
C	NAME _____
	DATE _____
HEADLINES	

Headlines attempt to give you the main idea of the article at a glance. Usually a reporter will try to capture your attention using a catchy phrase for the headline.

BELOW IS A LIST OF HEADLINES. CHOOSE AT LEAST TWO AND DEVELOP A SHORT ARTICLE ON EACH TOPIC. LET'S SEE JUST HOW CREATIVE YOU CAN BE!



**MAN-EATING TIGER DEVELOPS AMNESIA
ALL'S WELL THAT ENDS WELL
PETUNIA PORKO PITCHES NO-HITTER
140° IN THE SHADE
FREEWAY FOUL-UP
DANNY DIAMOND NAMED SINGER
OF THE YEAR**



MOST HEADLINES IN THE NEWSPAPER FALL INTO VARIOUS CATEGORIES. USE YOUR LOCAL EDITION AND CUT OUT THREE HEADLINES FOR EACH OF THE FOLLOWING TOPICS. WRITE THE HEADLINES BELOW.

NATIONAL NEWS

STATE NEWS

LOCAL NEWS

SPORTS

LIFESTYLES (COOKING, HOME REPAIR, GARDENING, ETC)

BUSINESS

DOUBLE YOUR HEADLINE

NOW, CHOOSE ONE OF THE HEADLINES THAT YOU PLACED ON THE "WHAT'S MY HEADLINE" PAGE. YOU WILL NEED TO USE THIS HEADLINE IN 2 WAYS. FIRST, WRITE THE STORY THE WAY A CONSCIENTIOUS REPORTER WOULD LIKE TO SEE IT APPEAR IN A MAJOR NEWSPAPER.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

NAME _____
DATE _____
DOUBLE YOUR HEADLINE

USE THE SAME HEADLINE AS A MISLEADING ENTICEMENT TO YOUR READERS. EVEN THOUGH YOUR ARTICLE MAY MENTION THE HEADLINE, IT IS NOT REALLY THE MAIN IDEA. FOR EXAMPLE, A STORY WITH THE TITLE,

Bill Ding loses 300 pounds in a week

MAY ACTUALLY BE ABOUT CONCRETE STOLEN FROM A CONSTRUCTION SITE.

NOW, YOU TRY IT!

37

EDITORIALS



This page was designed for you to color and use as a folder cover for your learning carrel.

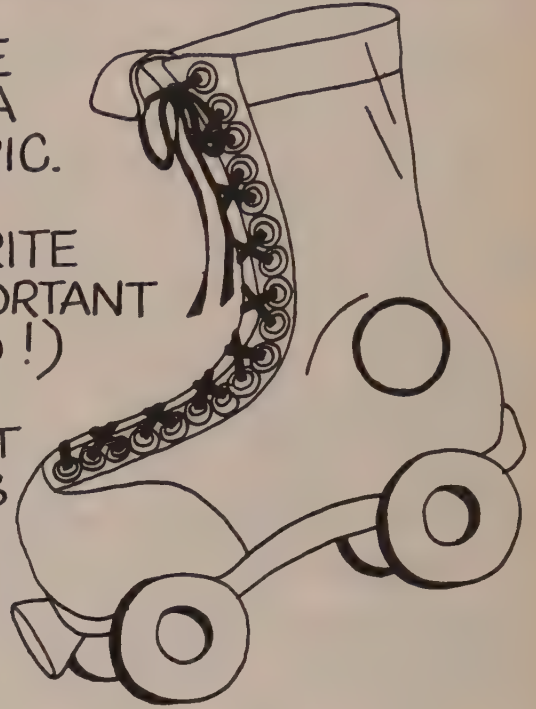
DATE _____

EDITORIALS

UNLIKE MOST ARTICLES IN THE NEWSPAPER, EDITORIALS STATE A PARTICULAR OPINION ABOUT A TOPIC.

TAKE THIS OPPORTUNITY TO WRITE YOUR OPINION ABOUT THESE IMPORTANT TOPICS. (CHOOSE AT LEAST TWO!)

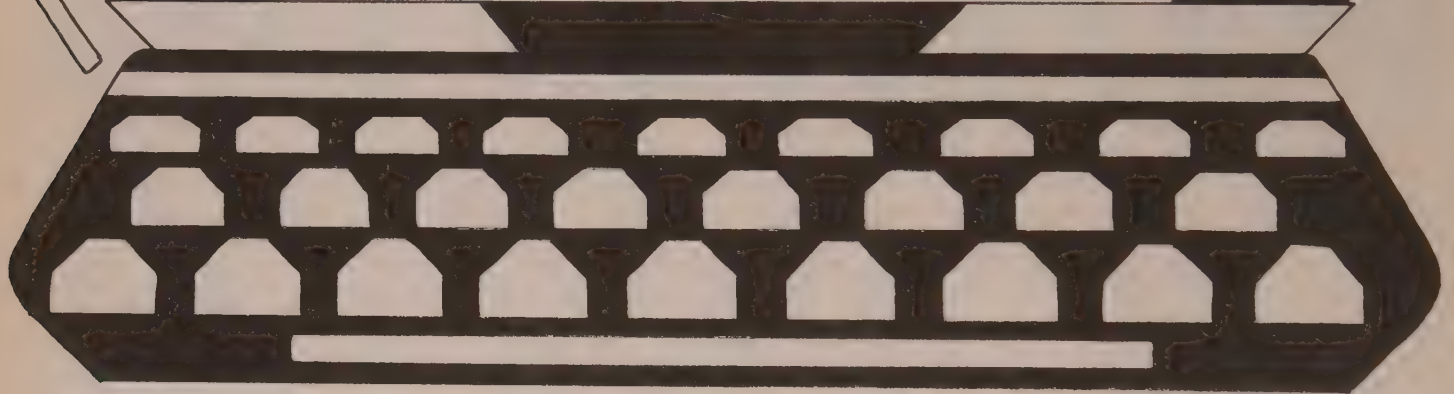
- WALTER F. BRINKLEY FOR PRESIDENT
- NO SHOES - JUST ROLLER SKATES
- CARS ARE FOR KIDS
- MOMS SHOULD BE DADS
- JELLY BEANS FOR LUNCH
- SCHOOL YEAR SHORTENED TO JANUARY THROUGH MARCH.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

NAME _____
DATE _____
D EDITORIAL CARTOONS

EDITORIAL CARTOONS USE DRAWINGS INSTEAD OF ARTICLES TO STATE AN OPINION ON A GIVEN TOPIC. FIND ONE EDITORIAL CARTOON IN YOUR LOCAL NEWSPAPER AND ANSWER THE FOLLOWING QUESTIONS:

- WHAT SUBJECT IS THE ILLUSTRATION ADDRESSING?
- WHAT IS THE ILLUSTRATOR'S MESSAGE?
- WHAT ARE THE IMPORTANT FEATURES OF THE CARTOON? WHAT DO THEY REPRESENT?

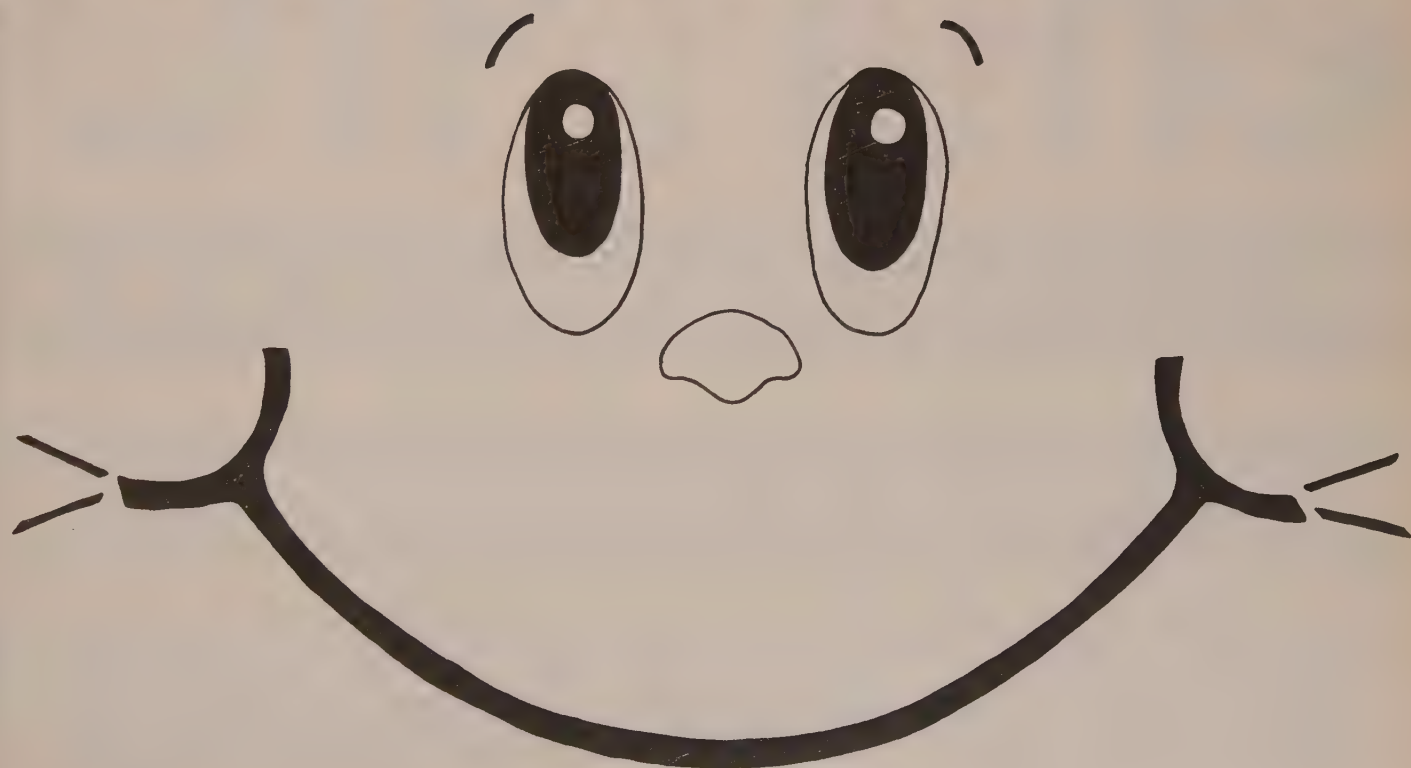


NOW, CHOOSE ONE OF THESE TOPICS AND CREATE YOUR OWN EDITORIAL CARTOON:

- POLLUTION
- ENERGY
- ECONOMY
- TRAFFIC SAFETY
- HARMFUL FOOD PRODUCTS
- EDUCATION

C O M I C

STRIPS



This page was designed for you to color and use as a folder cover for your learning carrel.

E

NAME _____
DATE _____

COMIC STRIPS

THERE ARE COMIC STRIPS IN EVERY NEWSPAPER, BUT HAVE YOU EVER SEEN A COMIC STRIP ABOUT YOUR OWN CLASS, CITY, TOWN OR FAMILY? CHOOSE ONE OF THESE TOPICS AND COMPLETE THE COMIC STRIP PAGE.

GO TO IT!

- ★ _____, CHILD MARVEL
(NAME)

★ _____, SUPER DETECTIVE
(NAME)

★ _____, SPORTS WHIZ
(NAME)
- ★ _____, CLASS COUNSELOR
(NAME)

★ _____, DARING DYNAMO
(NAME)

★ _____, FAMILY PHYSICIAN
(NAME)

★ _____, BY _____ _____		
		TO BE CONTINUED

CAPTIVATING

CAPTIONS

This page was designed for you to color and use as a folder cover for your learning carrel.

F

NAME _____
DATE _____
CAPTIVATING CAPTIONS

Captions are usually the "one-liners" which describe the pictures above them. Your teacher has selected five different pictures. Your job is to create two different captions for each picture. One should be serious and to the point. The other can be humorous or satirical - whichever suits your personality and the picture itself.

When you finish, cut out five additional pictures from which the next person can choose.

HERE'S AN EXAMPLE



CAPTION 1: WOMAN RIDES HORSE
TO VICTORY

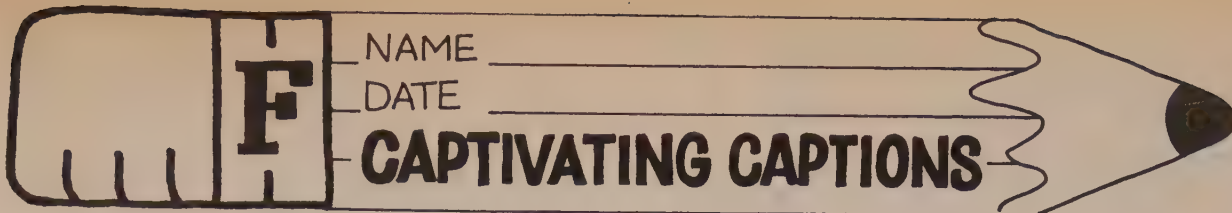
CAPTION 2: JUST HORSIN' AROUND

**PLACE
PICTURE 1
HERE**

CAPTION 1: _____

CAPTION 2: _____



 NAME _____
DATE _____
CAPTIVATING CAPTIONS



CAPTION 1: _____

CAPTION 2: _____



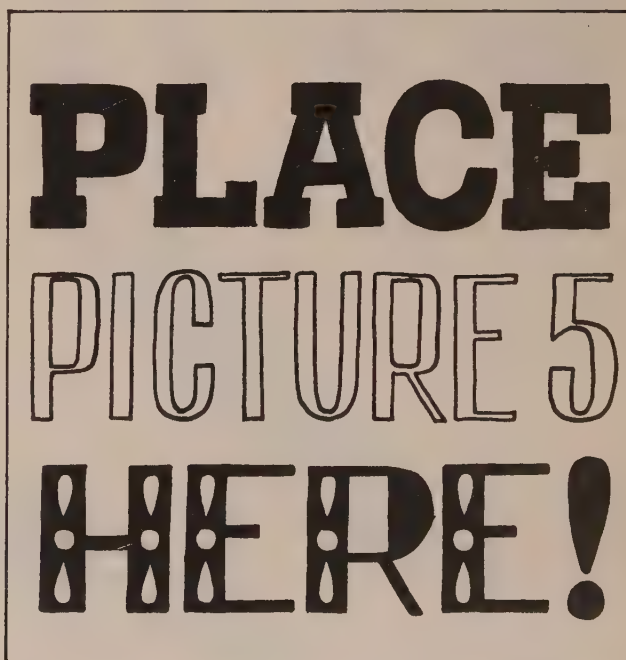
CAPTION 1: _____

CAPTION 2: _____



CAPTION 1: _____

CAPTION 2: _____

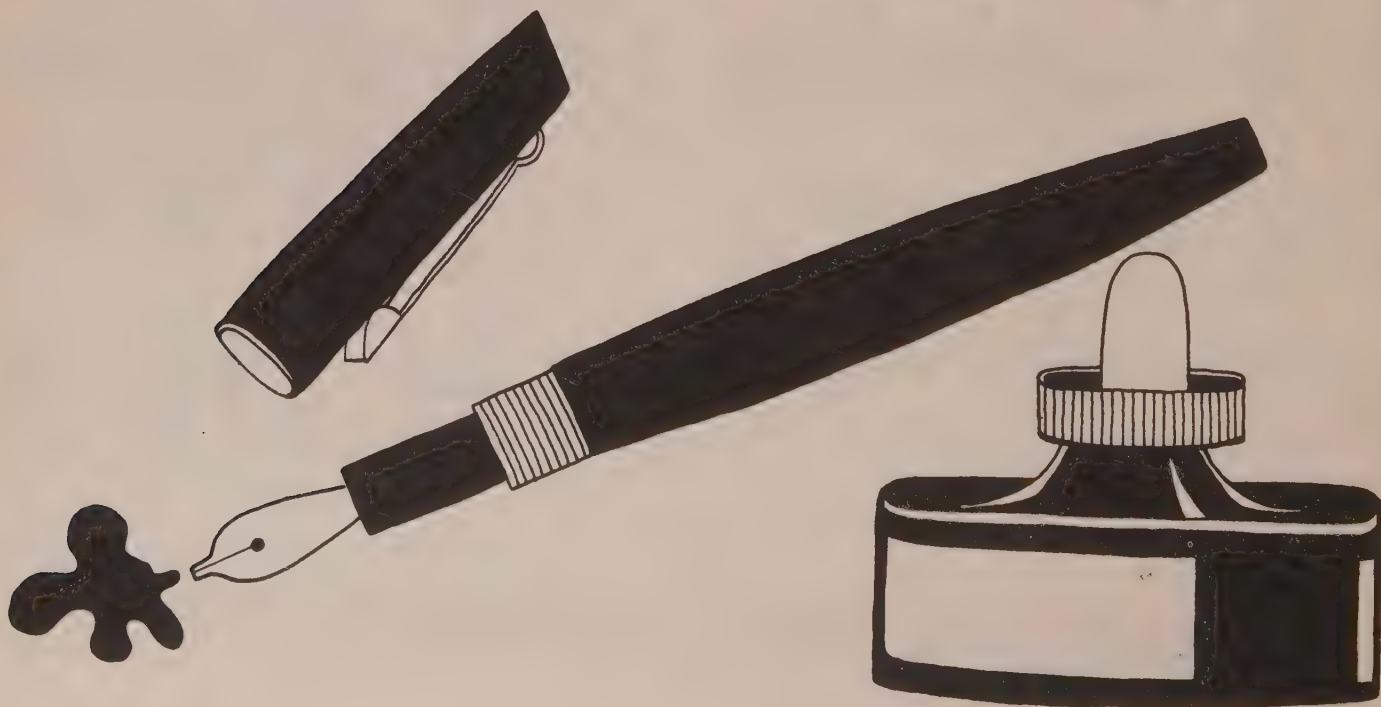


CAPTION 1: _____

CAPTION 2: _____

PROBLEMS?
WRITE

*.
Dear
Annie

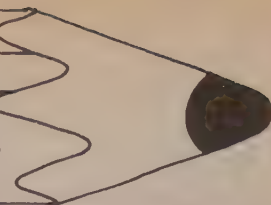


This page was designed for you to color and use as a folder cover for your learning carrel.



NAME _____
DATE _____

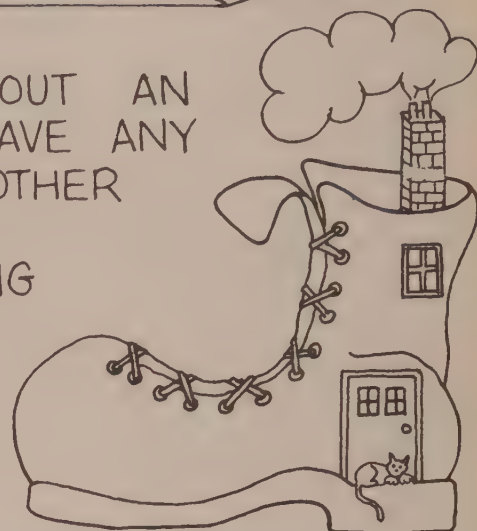
Dear Annie



WHAT WOULD A NEWSPAPER BE WITHOUT AN "ADVICE" COLUMN? MAYBE YOU DON'T HAVE ANY PROBLEMS, BUT APPARENTLY LOTS OF OTHER PEOPLE DO!

PICK AT LEAST 3 OF THE FOLLOWING TOPICS AND WRITE "*Dear Annie*" FOR HELP! (YOU'LL BE GLAD YOU DID!)

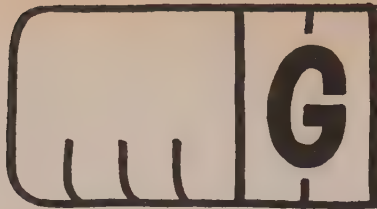
- YOU ARE A WIDOW (OR WIDOWER) WITH SIX CHILDREN (AGES 9-16) AND THEY ARE DRIVING YOU CRAZY. NEEDLESS TO SAY, YOUR HOUSE IS SHOE-SHAPED.
- YOUR PARENTS ARE DIVORCED AND ARE CONSTANTLY TRYING TO SPOIL YOU WITH GIFTS.
- YOUR TEACHER IS CONSTANTLY ASSIGNING AN OVERABUNDANCE OF HOMEWORK.
- YOUR BOYFRIEND (OR GIRL FRIEND) HAS FOUND A NEW LOVE.
- YOUR OLDER BROTHER (AGE 15) HAS DROPPED OUT OF SCHOOL.



Dear Annie -

LETTER 1

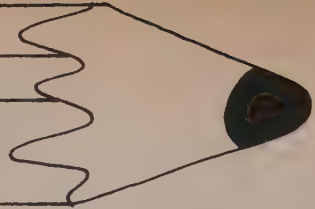
Yours Truly,



NAME _____

DATE _____

Dear Annie



Dear Annie,

LETTER 2

Yours truly,

Dear Annie,

LETTER 3

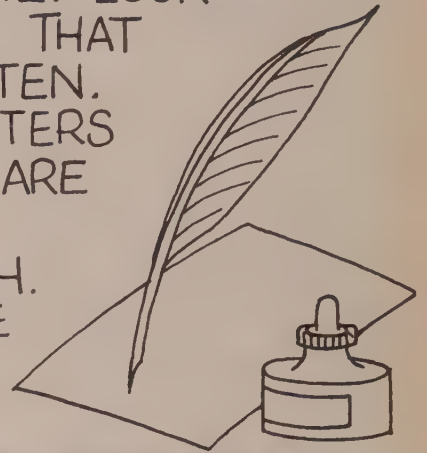
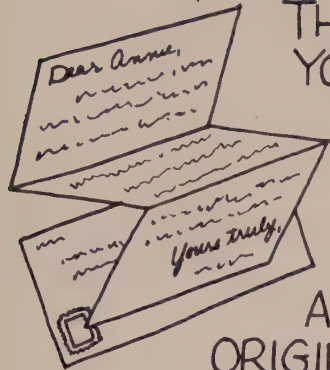
Yours truly,

G

NAME _____
DATE _____

Dear Annie

NOW, IT'S YOUR TURN TO PLAY ANNIE! LOOK THROUGH THE FILE OF LETTERS THAT YOUR CLASSMATES HAVE WRITTEN. SELECT AT LEAST TWO LETTERS (NOT YOUR OWN) THAT YOU ARE COMFORTABLE WITH AND WRITE A REPLY TO EACH. ATTACH YOUR ANSWER TO THE ORIGINAL LETTER AND RETURN IT TO THE FOLDER.

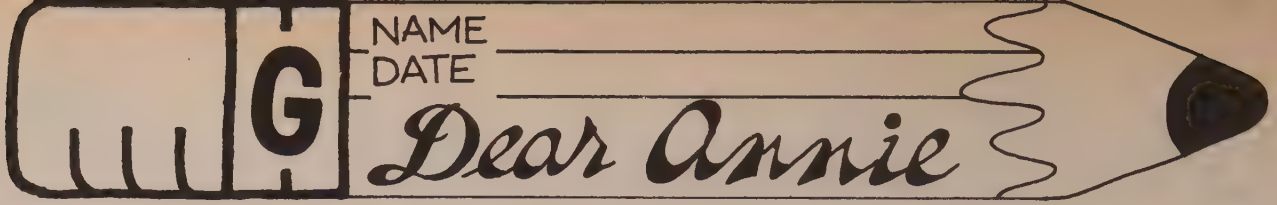


ANNIE GET YOUR PEN

Dear _____,

REPLY 1

Yours truly,
Annie

 NAME _____
DATE _____
G Dear Annie

Dear _____,

REPLY 2

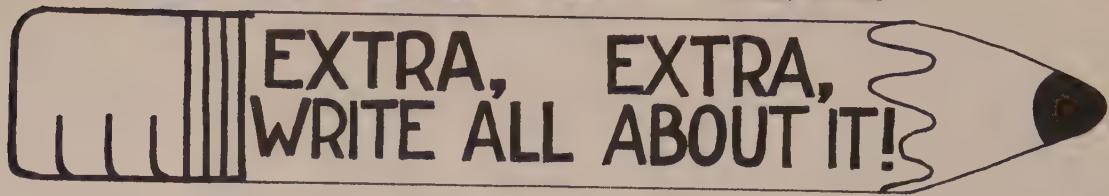
Yours truly,
Annie

Dear _____,

REPLY 3

Yours truly,
Annie

UNIT II



NAME

B

C

D

E

F

G

TEACHER'S
COMMENTS

CHART YOUR CAREER

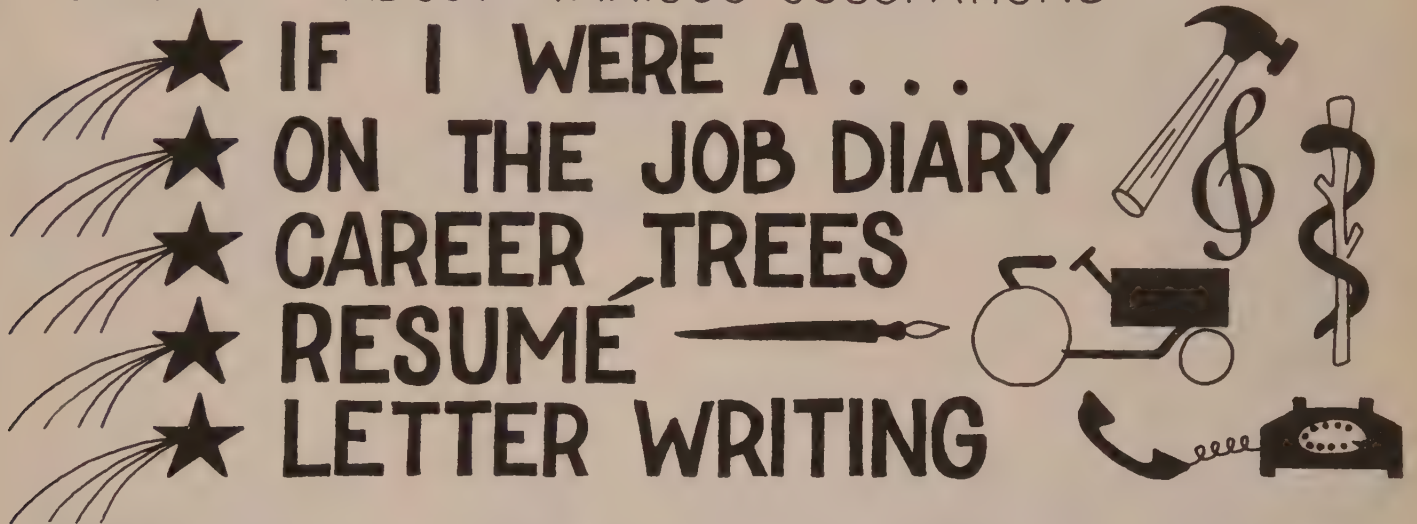


UNIT III

CHART YOUR CAREER

A. *Plans, Procedures and Preliminary Preparations*

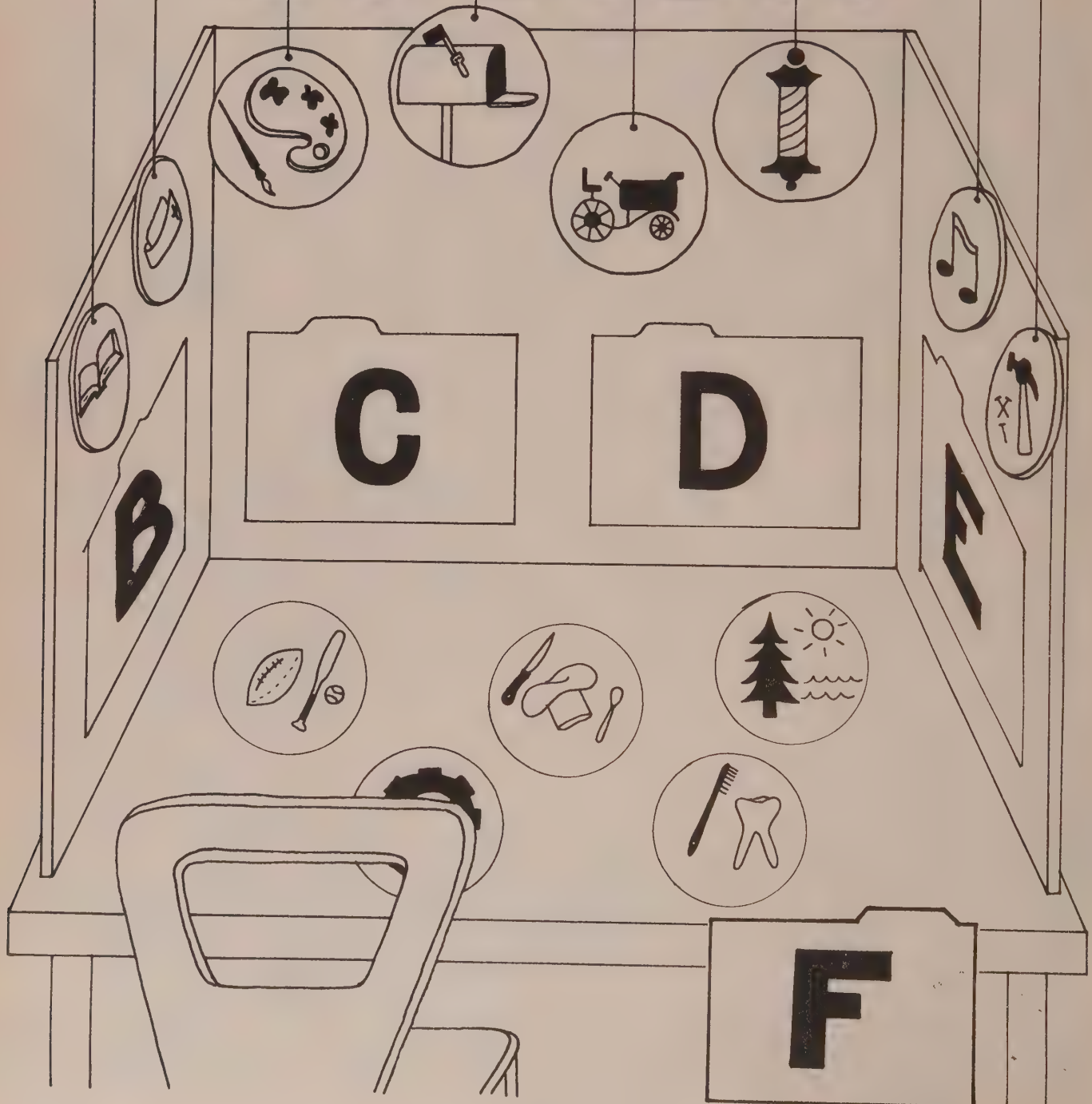
CAREER AWARENESS IS NOT ONLY AN IMPORTANT TOPIC IN HIGH SCHOOL BUT SHOULD ALSO BE AN ESSENTIAL COMPONENT OF THE ELEMENTARY AND MIDDLE SCHOOL CURRICULUM. USE THESE SUGGESTIONS TO STIMULATE CURIOSITY ABOUT VARIOUS OCCUPATIONS:

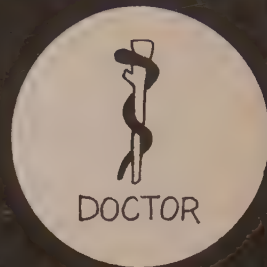
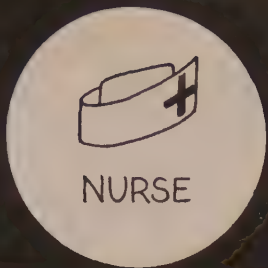


NOW, FOLLOW THESE BASIC DIRECTIONS TO PROMOTE CAREER AWARENESS IN YOUR CLASSROOM.

1. COVER YOUR LEARNING CARREL WITH WANT ADS FROM THE NEWSPAPER. YOU MAY WANT TO LAMINATE THEM.
2. USING THE OPAQUE PROJECTOR, ENLARGE THE LETTERS ON OUR TITLE PAGE FOR YOUR LEARNING CARREL.
3. CUT OUT EACH ACTIVITY DESIGN (B,C,D,E,F) AND SECURE IT TO THE FRONT OF A FOLDER.
4. PLACE EACH FOLDER IN AN APPROPRIATE PLACE ON THE CARREL.
5. LET YOUR STUDENTS CREATE ADDITIONAL FEATURES (E.G. -NEWSPAPER CLIPPINGS ABOUT DIFFERENT OCCUPATIONS, "PEOPLE PAGES" FROM MAGAZINES, ITEMS THAT SUGGEST DIFFERENT OCCUPATIONS).
6. YOU MIGHT WANT TO HAVE OTHER BOOKS AVAILABLE FOR REFERENCE. INVITE RESOURCE SPEAKERS TO THE CLASSROOM.

LEARNING CARREL DESIGN



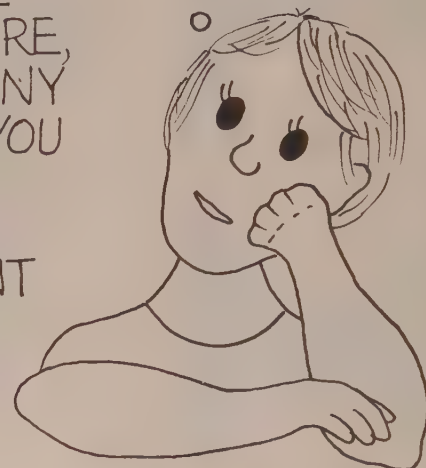
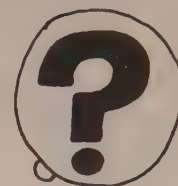


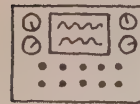
IF I
WERE

B	NAME _____
	DATE _____
IF I WERE A ...	

EVERYBODY DREAMS ABOUT WHAT KIND OF JOB THEY ARE GOING TO HOLD IN THE FUTURE. IN TODAY'S SOCIETY MANY PEOPLE CHANGE JOBS SEVERAL TIMES IN THEIR ADULT LIFE. THEREFORE, IT IS WORTHWHILE TO CONSIDER MANY TYPES OF OCCUPATIONS FOR WHICH YOU MIGHT BE SUITED.

HERE'S ONE LIST OF MANY DIFFERENT TYPES OF CAREERS:



- | | | | | | |
|---|-------------------------------------|--|----------------------------|---|--------------|
|  | CHEF |  | PILOT |  | NURSE |
|  | TEACHER |  | CONSTRUCTION WORKER | | |
|  | PROFESSIONAL FOOTBALL PLAYER | | | | |
|  | COMPUTER TECHNICIAN |  | DENTIST | | |
|  | SECRETARY |  | FLORIST |  | |

SELECT TWO OF THESE OR TWO OTHER OCCUPATIONS. WRITE TWO PARAGRAPHS ABOUT YOUR FUTURE JOB.

	B	NAME _____
		DATE _____
		IF — I — WERE

IF I WERE ...

?	_____	?

?	_____	?

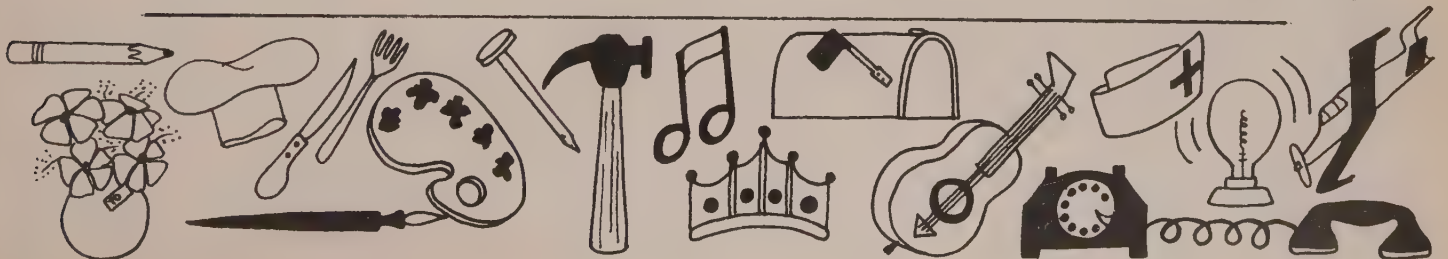
?	_____	?

?	_____	?

?	_____	?

?	_____	?

?	_____	?





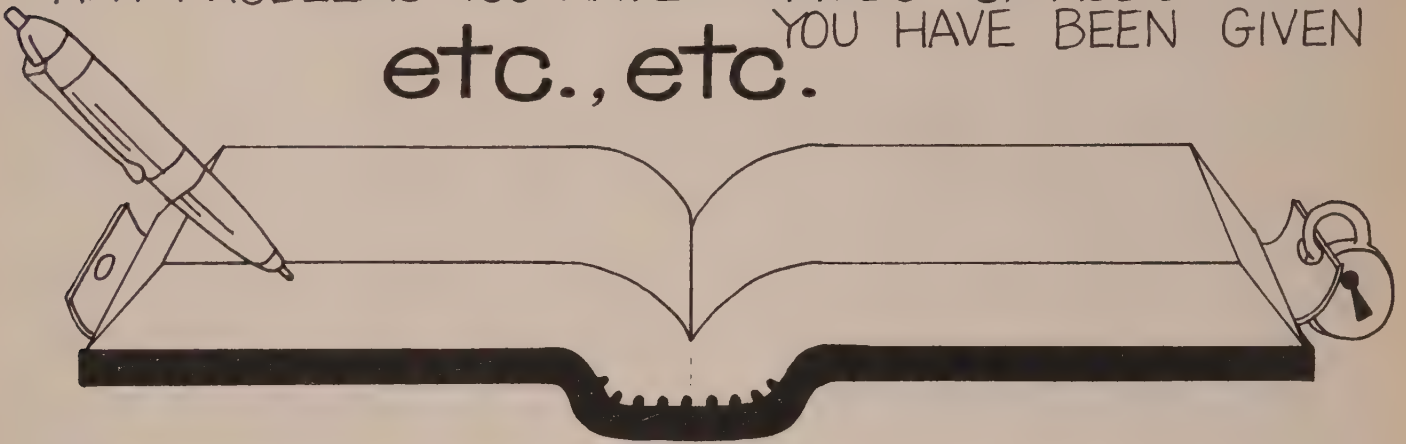
ON THE JOB DIARY

This page was designed for you to color and use as a folder cover for your learning career.

C	NAME _____
	DATE _____
ON THE JOB DIARY	

You have just started in your new position as _____ at _____. Your boss, _____, has asked you to keep a diary for your first three days **"ON THE JOB."** Here is a list of important information you might include:

- PEOPLE YOU HAVE MET
 - LIKES AND DISLIKES
 - ANY PROBLEMS YOU HAVE
 - TYPES OF ASSIGNMENTS YOU HAVE BEEN GIVEN
- etc., etc.**



Fill out one page for each day!

* WHEN YOU ARE FINISHED WITH ALL THREE PAGES, STAPLE THIS PAGE TO THE OTHER PAGES AND PLACE IN THE COMPLETED DIARY FOLDER.

P.S. DON'T FORGET TO WRITE THE JOB TITLE, COMPANY AND BOSS' NAME IN THE APPROPRIATE SPACES ON THIS PAGE.

NAME _____
DATE _____

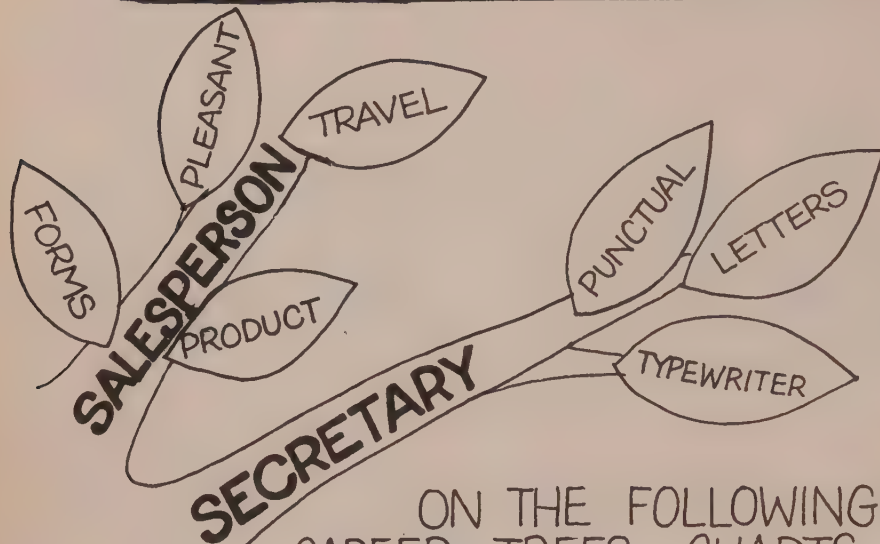
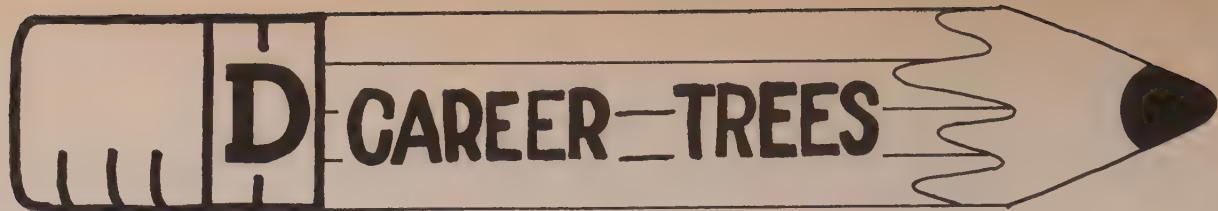
ON-THE-JOB-DIARY

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Journal compilation © 2006 Blackwell Publishing Ltd

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CAREER TREES





ON THE FOLLOWING PAGES YOU WILL FIND CAREER TREES - CHARTS WHICH SHOW THE DIFFERENT WORDS THAT RELATE TO SPECIFIC OCCUPATIONS. LOOK CLOSELY AT THE EXAMPLE ON THIS PAGE.

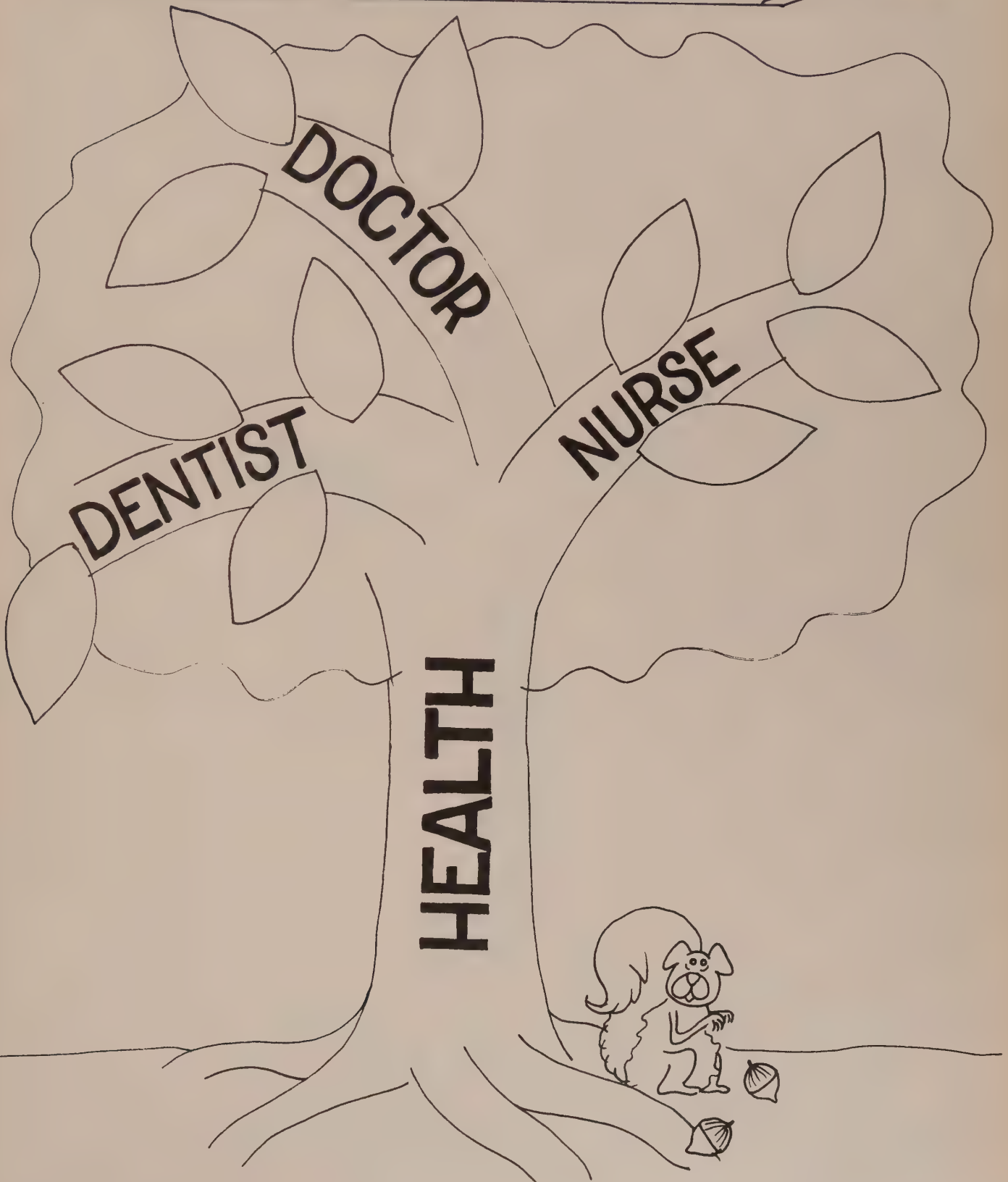
ON THE FOLLOWING PAGES YOU WILL COMPLETE THE TREES BY FILLING IN THE LEAVES WITH THE APPROPRIATE JOB-RELATED WORDS.

YOU WILL NOTICE YOU CAN USE MANY PARTS OF SPEECH ON THE TREE -

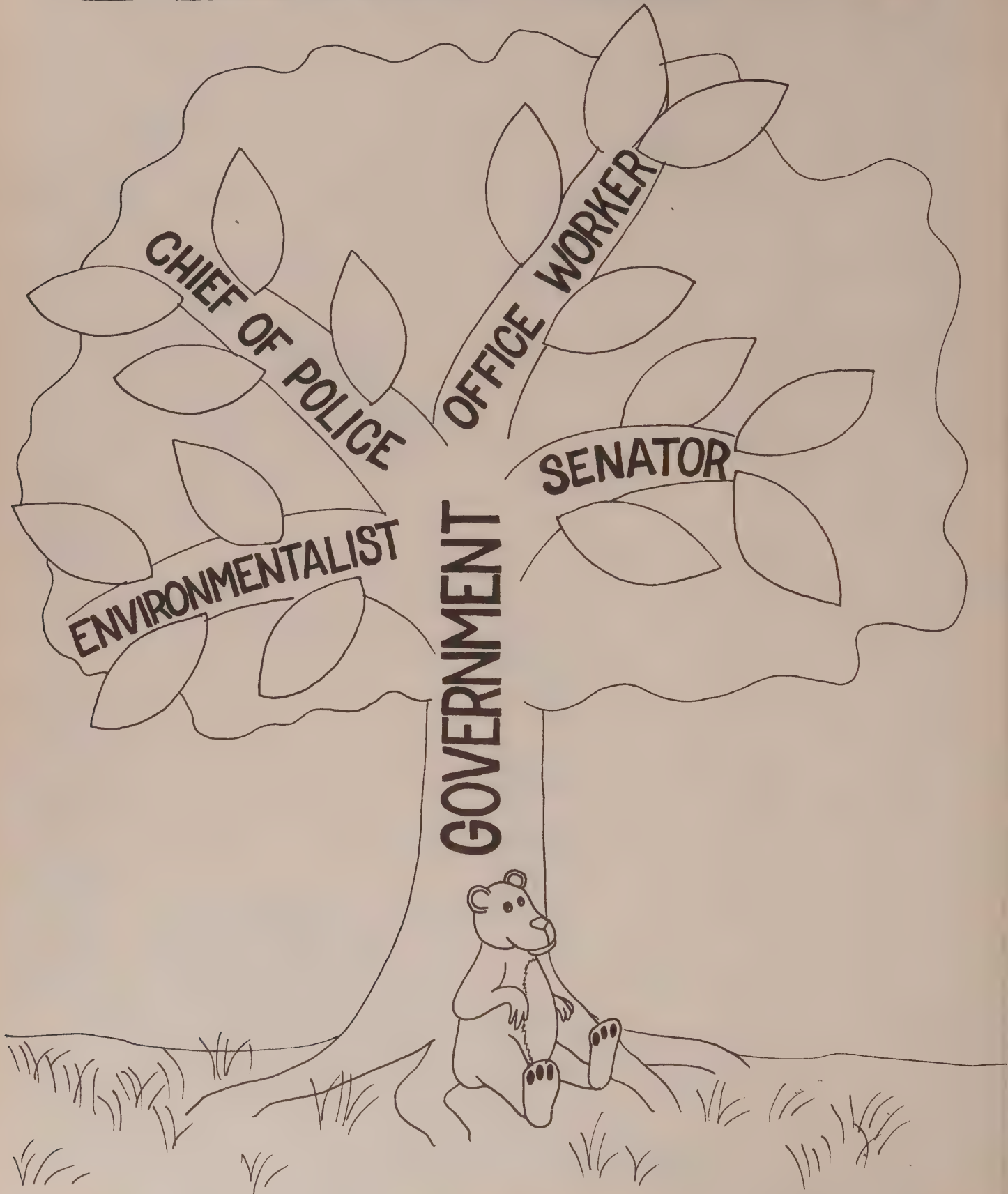
ADJECTIVES, NOUNS, VERBS,
etc.

WHAT A TREE!

D NAME _____
DATE _____
CAREER—TREES



NAME _____
DATE _____
D CAREER-TREES



D NAME _____
DATE _____
CAREER—TREES

GROCCER

BOTANIST

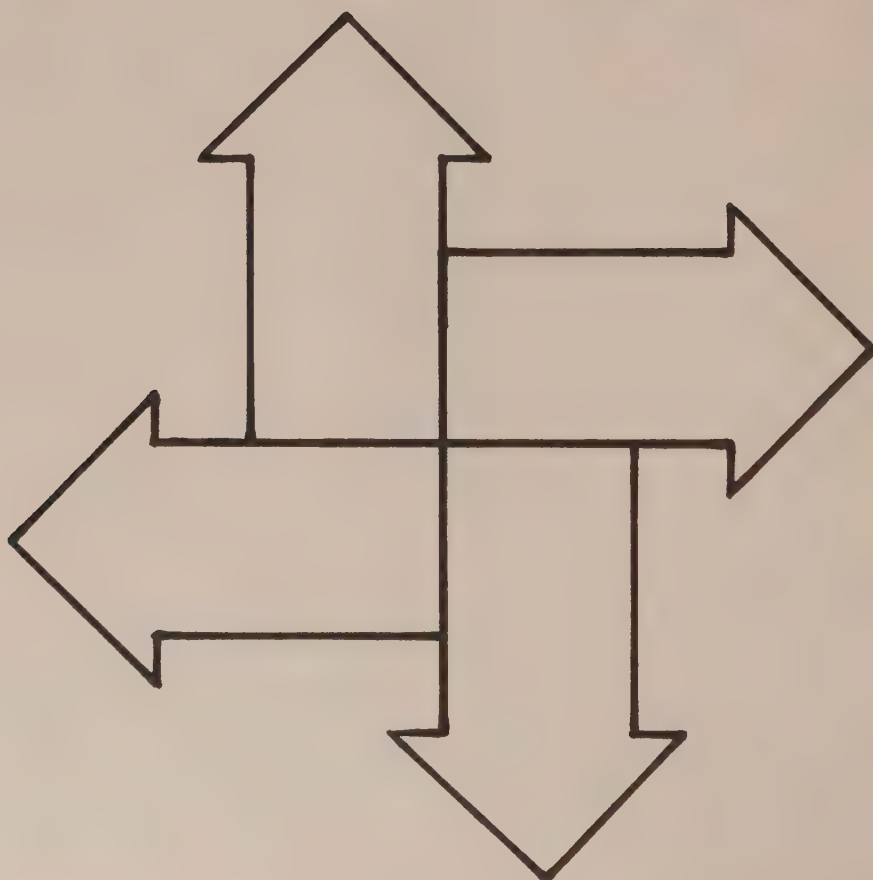
FARMER

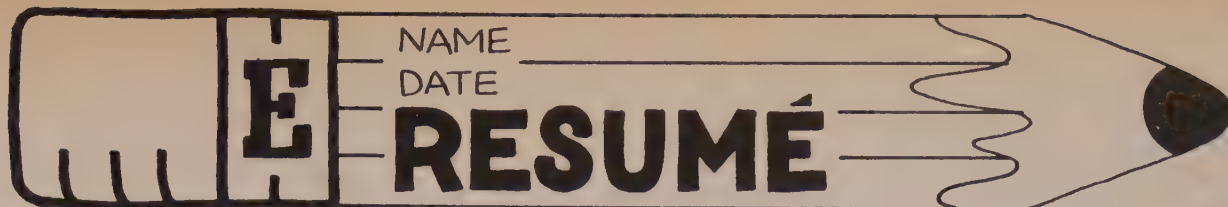
AGRICULTURE



RESUME

This page was designed for you to color and use as a folder cover for your learning carrel.



 NAME _____
DATE _____
RESUMÉ

A resumé is a summary of your past accomplishments, personal history and work experiences. Since you've been exploring different types of careers, it's time to complete a resumé for the job of your dreams! Be sure to include all information that would make you a desirable employee!

NAME _____
ADDRESS _____
PHONE NUMBER _____

PERSONAL HISTORY

MARITAL STATUS: MARRIED SINGLE WIDOWED DIVORCED

DATE OF BIRTH: _____

HOBBIES AND INTERESTS: _____

OCCUPATIONAL GOAL: _____

EDUCATIONAL EXPERIENCE: _____

WORK EXPERIENCE: _____

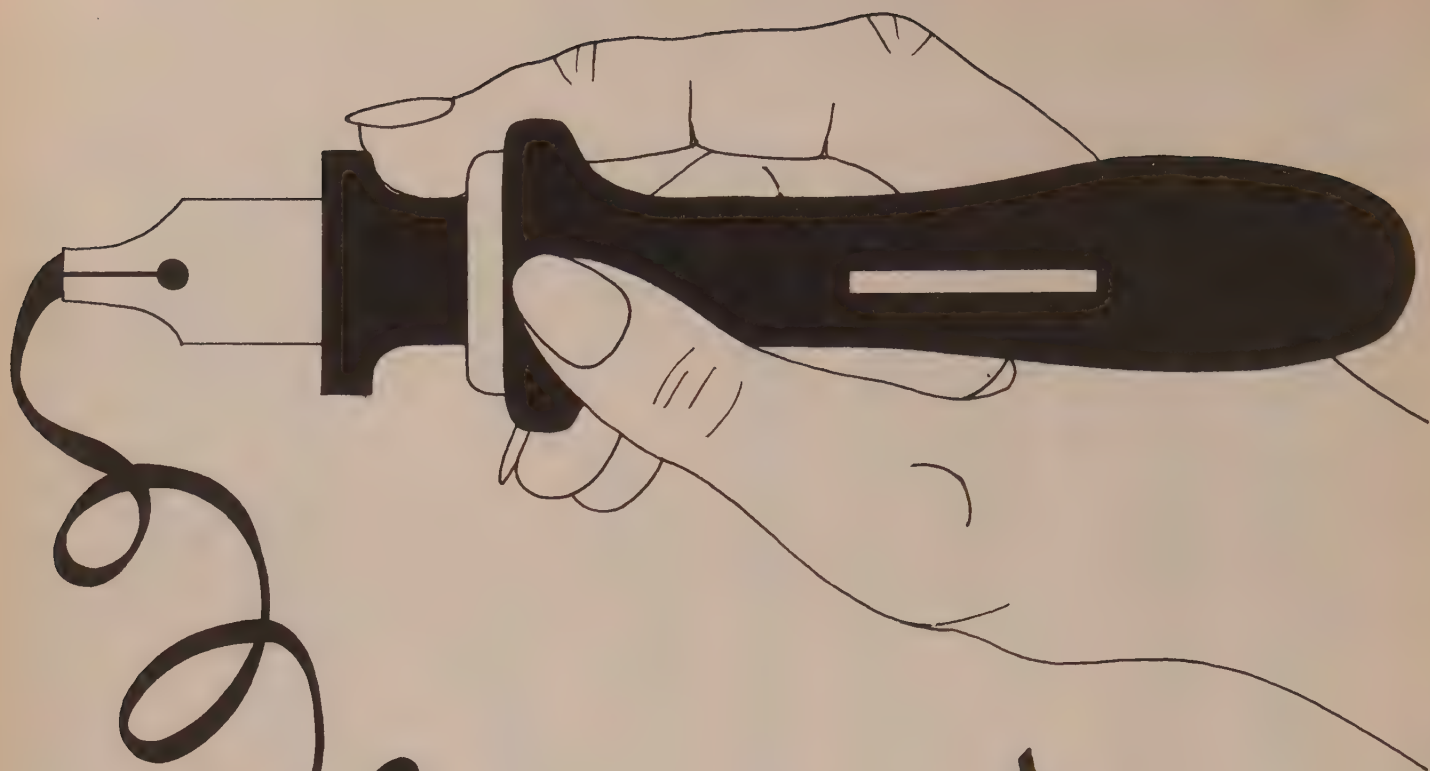
REFERENCES: _____

NAME _____ OCCUPATION _____

NAME _____ OCCUPATION _____

NAME _____ OCCUPATION _____

NAME _____ OCCUPATION _____



Letter Writing

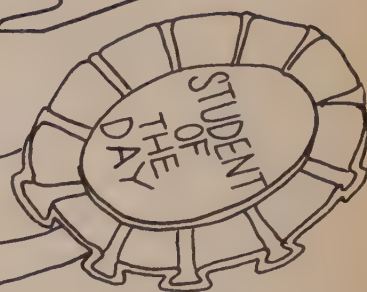
This page was designed for you to color and use as a folder cover for your learning carrel.

F LETTER WRITING

NOVEMBER 12, 1999

STUDENT OF THE DAY
1260 PERIMETER ROAD
ANYWHERE, ANystate

22222

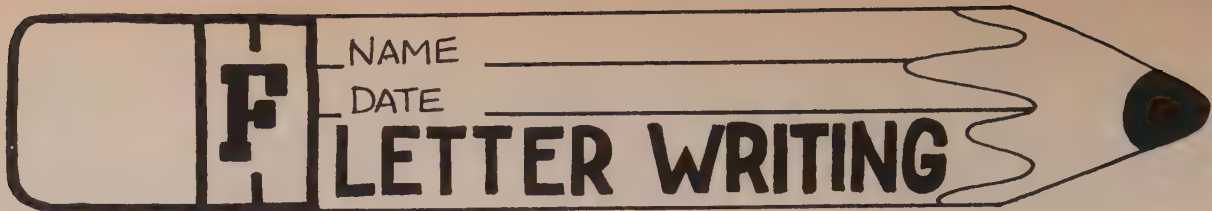


DEAR STUDENT,

IT HAS COME TO OUR ATTENTION THAT EVERYONE NEEDS TO LEARN HOW TO WRITE A BUSINESS LETTER. USING THIS FORMAT, CHOOSE TWO OF THE FOLLOWING SITUATIONS AND WRITE APPROPRIATE LETTERS:

- You are a cook in a restaurant asking for an increase in salary. *Write to your boss!*
- You are a teacher in your school asking for fewer children in your class. *Write to your principal!*
- You are a fire fighter who was recently burned on the job. *Write to your insurance company!*
- You are a homemaker who is seeking a part-time job. *Write to a prospective employer!*
- You are a lawyer who is seeking payment for past services. *Write to your client!*

SINCERELY YOURS, Arthur Author



Four horizontal lines for writing.

Twelve horizontal lines for writing.

Sincerely, _____

**CHART YOUR
CAREER**

TEACHER'S
COMMENTS

[illegible]

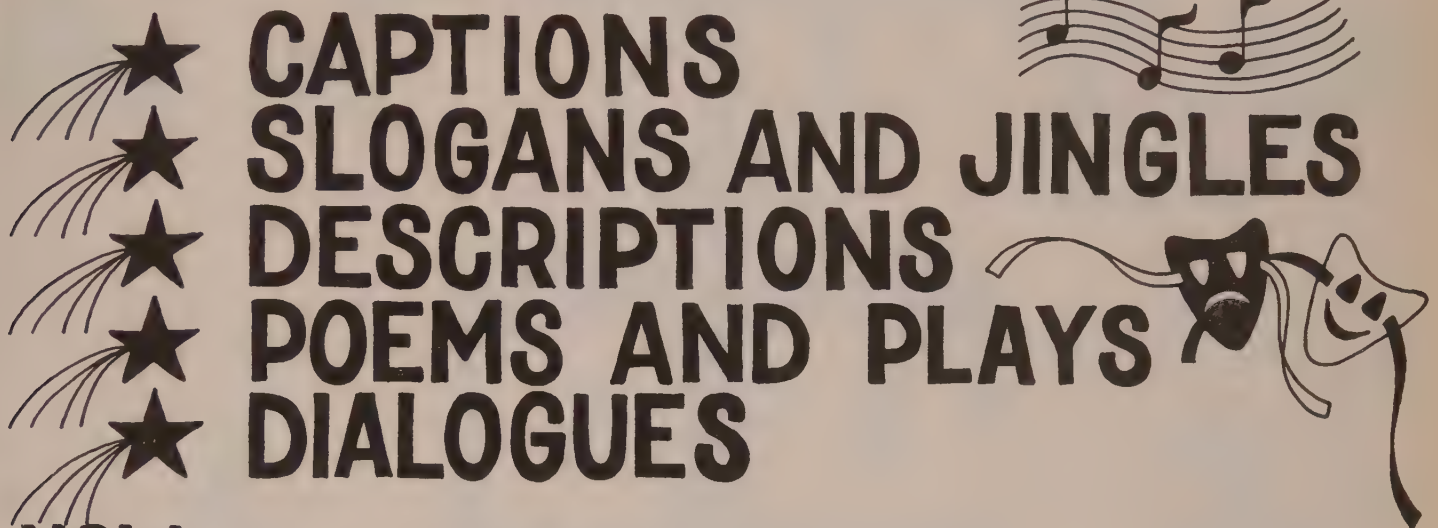
**NOW,
THAT'S
ENTERTAINING!**



UNIT IV NOW, THAT'S ENTERTAINING!

A. Plans, Procedures and Preliminary Preparations

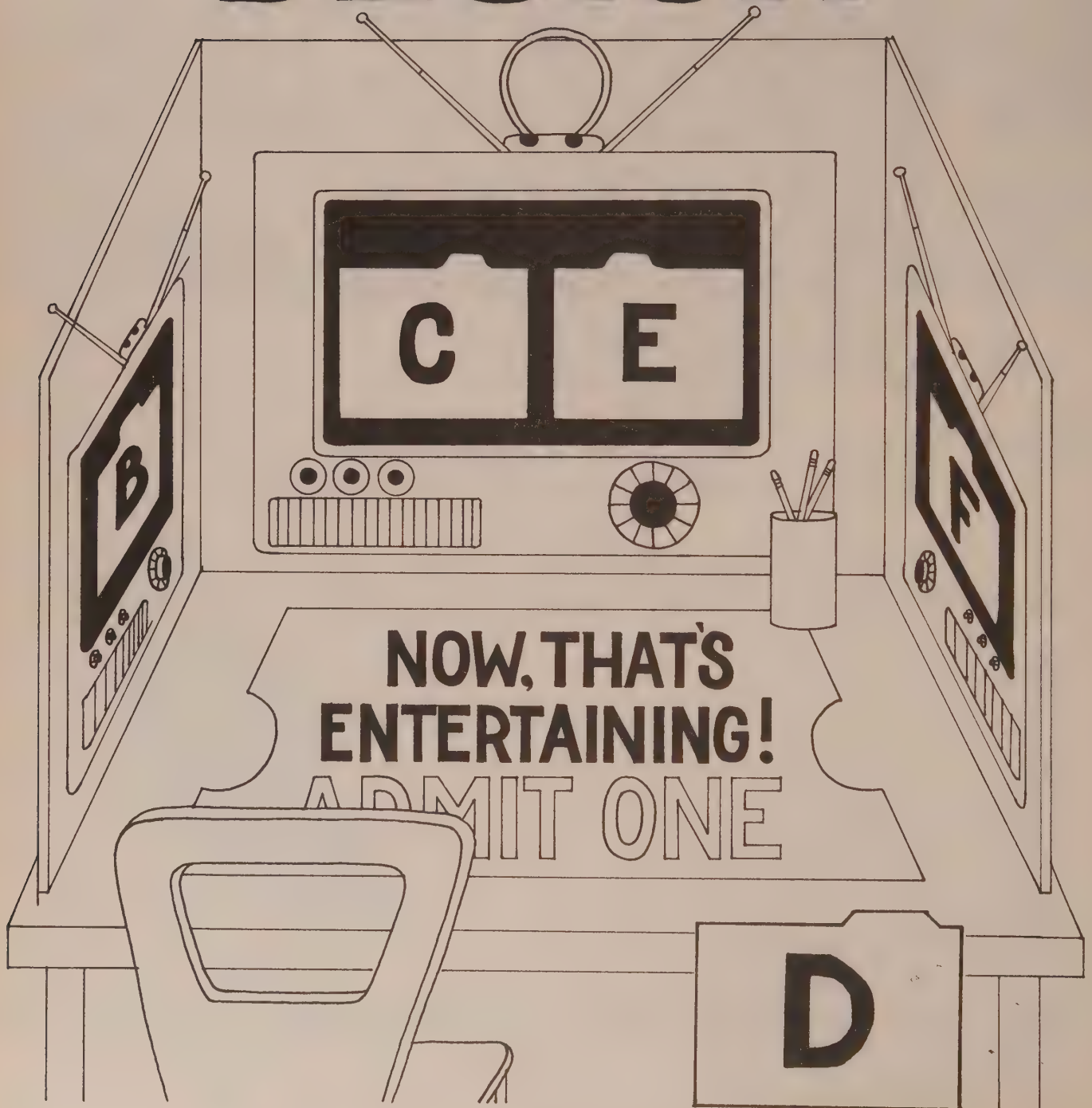
EVERYBODY LOVES A GOOD SHOW! HERE'S YOUR CHANCE TO CAPITALIZE ON YOUR STUDENTS' INTEREST IN TELEVISION, RADIO AND MOVIES. IN THIS UNIT, YOUR STUDENTS WILL WRITE:



NOW, FOLLOW THESE BASIC DIRECTIONS TO ENCOURAGE CREATIVE WRITING IN YOUR CLASSROOM.

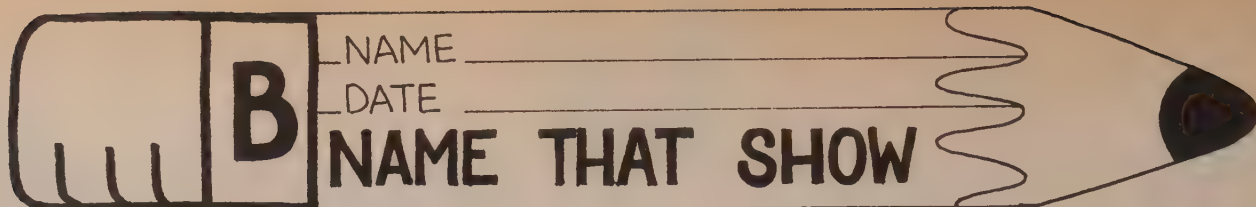
1. MAKE YOUR LEARNING CARREL LOOK LIKE THREE TELEVISION SCREENS. (SEE THE LEARNING CARREL DESIGN.)
2. USING THE OPAQUE PROJECTOR, ENLARGE THE LETTERS ON OUR TITLE PAGE FOR YOUR LEARNING CARREL.
3. CUT OUT EACH ACTIVITY DESIGN (B,C,D,E,F) AND SECURE IT TO THE FRONT OF A FOLDER.
4. PLACE EACH FOLDER IN AN APPROPRIATE PLACE ON THE CARREL.
5. LET YOUR STUDENTS CREATE ADDITIONAL FEATURES.

LEARNING CARREL DESIGN



This page was designed for you to color and use as a folder cover for your learning carrel.



	NAME _____
	DATE _____
B	NAME THAT SHOW

WELCOME TO THE NEW SEASON OF TELEVISION PROGRAMS! WE'RE VERY PROUD TO ANNOUNCE OUR NEW ARRIVALS AND WE HAVE A TERRIFIC SURPRISE FOR YOU. THIS IS YOUR OPPORTUNITY TO TRY YOUR HAND AT NAMING THE FOLLOWING SHOWS:



A BOY AND HIS DOG ARE LOST IN WYOMING.



A SPACE ADVENTURE ON THE PLANET EMORE



TWO FAMILIES LIVING NEXT DOOR TO EACH OTHER IN A MANHATTAN HIGH RISE APARTMENT



A FEMALE SOCCER PLAYER IS SAVED FROM CERTAIN DEATH BY A BIONIC IMPLANT.



A SISTER AND BROTHER WHO ARE TRAPEZE ARTISTS IN A TRAVELLING CIRCUS



A MARTIAN WOLZOO LANDS ON EARTH AND IS ADOPTED BY A FAMILY THAT OWNS A DELICATESSEN.



A TALK SHOW WHERE PETS ARE INTERVIEWED ABOUT THEIR OWNERS



A WEEKLY COOKING SHOW OF BREAKFAST IDEAS BY A NORWEGIAN CHEF

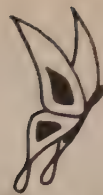


INVESTIGATIVE REPORTERS COVERING INTERNATIONAL NEWS STORIES.



CELEBRITIES CHALLENGE TEEN-AGERS IN GAME SHOW.

© 1987 by the author. You may not use this book as a folder cover for your learning camel.



CATCHY COMMERCIALS



C-CATCHY-COMMERCIALS

Have you ever listened to a commercial and thought that you could have written a better jingle or created a snappier tune or developed a more interesting slogan?

LET'S PRETEND THAT YOU ARE A FIRST-RATE ADVERTISING AGENT ON MADISON AVENUE IN NEW YORK CITY. YOUR FIRM IS IN COMPETITION WITH THREE OTHER COMPANIES TO CREATE COMMERCIALS FOR THE FOLLOWING PRODUCTS. LANDING THESE DEALS WILL INSURE A TERRIFIC PROMOTION. YOU WILL PRESENT THEM BEFORE THE BOARD OF DIRECTORS AT THEIR NEXT MEETING. REMEMBER, THE BOSS IS COUNTING ON YOU-AND IT COULD MAKE YOU THE NEXT VICE-PRESIDENT

\$ \$ \$ \$ OF THE FIRM. \$ \$ \$ \$

CHOOSE THREE OF THESE PRODUCTS AND WRITE EITHER A JINGLE, SLOGAN OR TUNE FOR EACH.

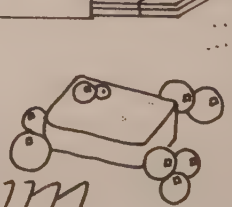
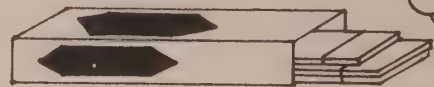
Grandmother McDougal's Soap

Splade Air Freshener

Toys You Can Eat

Disposable Paper Socks

Flavor-by-the-Month Gum



NAME _____
DATE _____
C **CATCHY COMMERCIALS**

A large rectangular box with horizontal lines for writing, resembling a television screen. Below the screen are three small circles and two larger circular knobs, suggesting a vintage TV set.

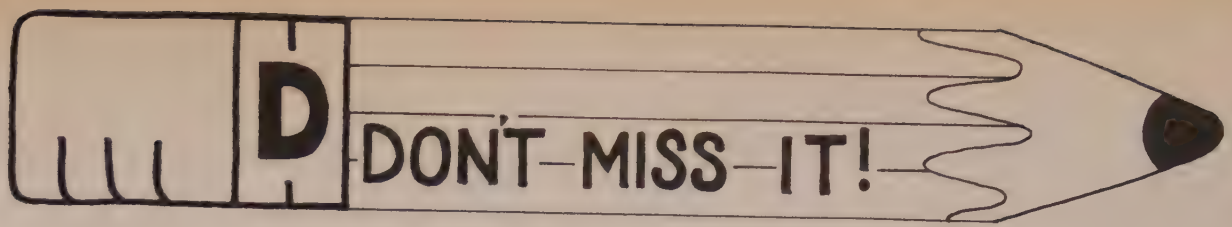
A box with a semi-circular top featuring vertical stripes, resembling a radio or a different style of television. It has a smaller rectangular box inside with horizontal lines, and two circular knobs at the bottom.

A large rectangular box with horizontal lines, framed by a thick black border with white circular patterns, resembling a film strip.

ADMIT ONE

DON'T MISS IT!

ADMIT ONE



YOU ARE THE MOVIE CRITIC FOR THE XYZ DAILY NEWS AND IT IS YOUR JOB TO WRITE A BRIEF DESCRIPTION (NO MORE THAN 5 SENTENCES) GIVING A SYNOPSIS OR SUMMARY OF THE LOCAL MOVIES, AS WELL AS YOUR FEELINGS ABOUT THEM. BE SURE TO INCLUDE THE MAJOR CHARACTER!

Hello Hollywood!*

GOODBYE, XYZ

CHOOSE THREE OF THE FOLLOWING:

A NIGHT TO
REMEMBER

LIFE BEGINS
AT ELEVEN

WONDER DOG
GOES TO
HONOLULU

THE
THIRD ROUND

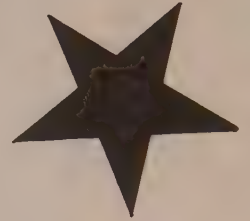
TEENAGE
VAMPIRA

IT'S MIDNIGHT
IN MOSCOW

NAME _____
DATE _____
D **DON'T MISS IT!**

TITLE: _____
STARRING: _____
SYNOPSIS: _____

RATING: _____

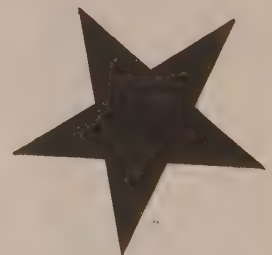


TITLE: _____
STARRING: _____
SYNOPSIS: _____

RATING: _____

TITLE: _____
STARRING: _____
SYNOPSIS: _____

RATING: _____



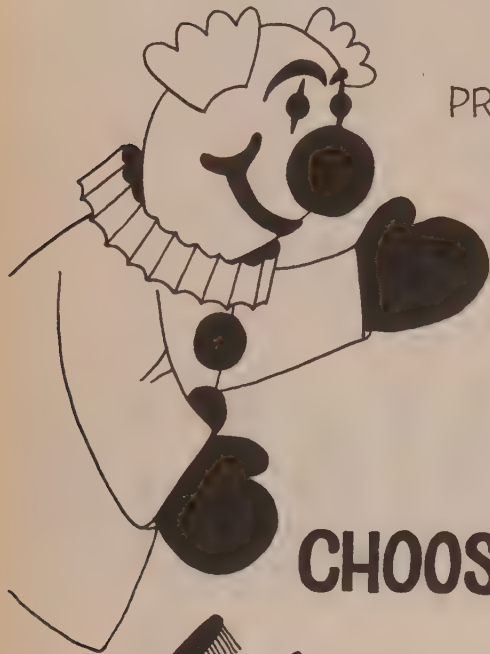
PUPPET

PARAPHERNALIA



PUPPET PARAPHERNALIA

WOULDN'T YOU LIKE TO PRESENT A PUPPET SHOW?
YOUR AUDIENCE CAN BE THE YOUNGER CHILDREN IN YOUR SCHOOL.



SELECT TWO OF THE FOLLOWING ITEMS.
PRETEND THEY HAVE HUMAN CHARACTERISTICS
AND TURN THEM INTO SIMPLE PUPPETS. WRITE
A SIX-LINE POEM ABOUT EACH ONE THAT
TEACHES ABOUT PROPER CARE, SAFETY OR
GOOD HEALTH HABITS. GIVE YOUR
PUPPET AN ORIGINAL NAME AND LET IT
DO THE TALKING.

CHOOSE TWO (OR SELECT TWO OF YOUR OWN)



toothbrush Good Dental Health



plastic car Seat Belt Safety



bar of soap Cleanliness



a trash can Ecology

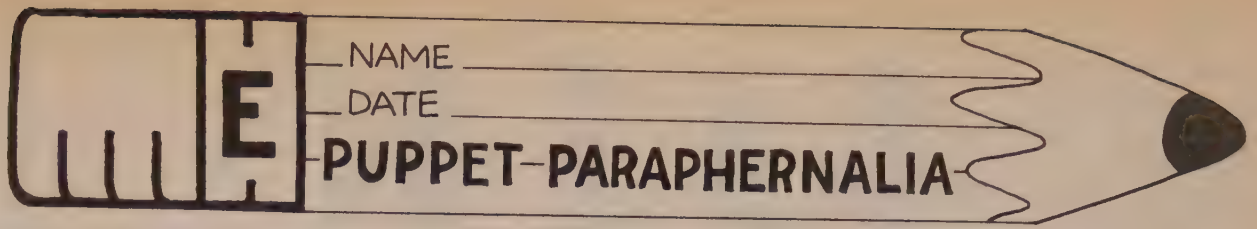


an old shoe Energy Conservation

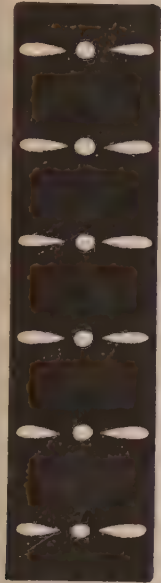


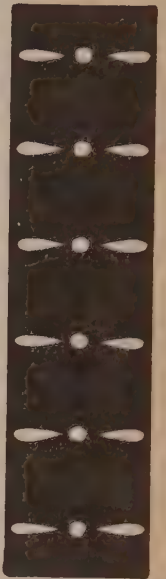
an apple Nutrition

USE A REAL OBJECT OR DESIGN YOUR OWN. NOW YOU'RE A REAL PUPPETEER!

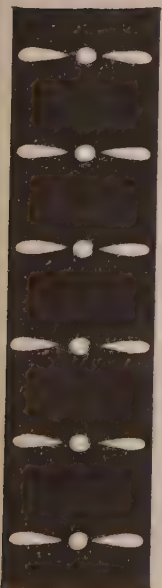
 NAME _____
DATE _____
PUPPET-PARAPHERNALIA

POEM ONE





POEM TWO



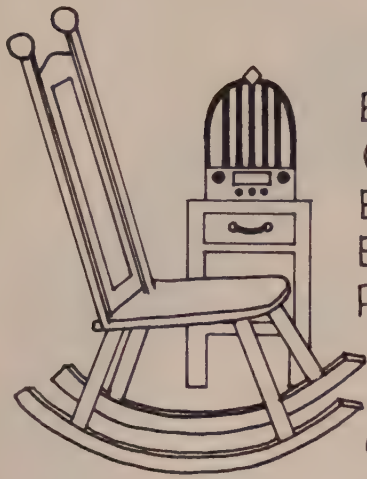


RADIO DIALOGUE



This page was designed for you to color and use as a folder cover for your learning cartel.

RADIO-DIALOGUE



BACK IN THE **Good Ol' Days**
(BEFORE THE DAYS OF TELEVISION)
EVERYONE USED TO SIT AT HOME IN THE
EVENINGS AND LISTEN TO THEIR FAVORITE
RADIO PROGRAMS. JUST IN CASE RADIO MAKES
A TERRIFIC COMEBACK IN THE NEAR FUTURE,
YOU NEED TO BE PREPARED. CHOOSE TWO
OF THE FOLLOWING SITUATIONS AND WRITE
A ONE-PAGE RADIO SCRIPT FOR EACH.

REMEMBER TO INCLUDE AT LEAST TWO CHARACTERS IN EACH ONE!

Select Two:

1. THE INCREDIBLE INVENTORS (THE STORY OF A HUSBAND AND WIFE TEAM)
2. LITTLE LORD LUCKY (THE STORY OF THE PRINCE OF WALLSGATE)
3. FUNNY FARM (THREE PIGS AND A GOAT TAKE OVER A FARM IN TEXAS)
4. IT HAPPENED LAST NIGHT (A DRAMATIC ACCOUNT OF LAST NIGHT'S BIGGEST NEWS ITEM)
5. SUPER DOOPER SPORTS BLOOPERS (TWO SPORTSCASTERS RELATE THE HAPPENINGS OF THE WEEK - WITH PREDICTIONS FOR THE COMING MONTHS)
6. NOVEMBER BRIDE (A YOUNG WOMAN PREPARES FOR HER WEDDING IN ALASKA)

NAME _____
DATE _____
RADIO — DIALOGUE

The radio set features a large, arched speaker area with horizontal lines for sound waves. The antenna is a heart shape. The control panel at the bottom includes two large circular knobs on the sides, a central rectangular display with a needle pointing to 10, and three small circular buttons at the bottom.

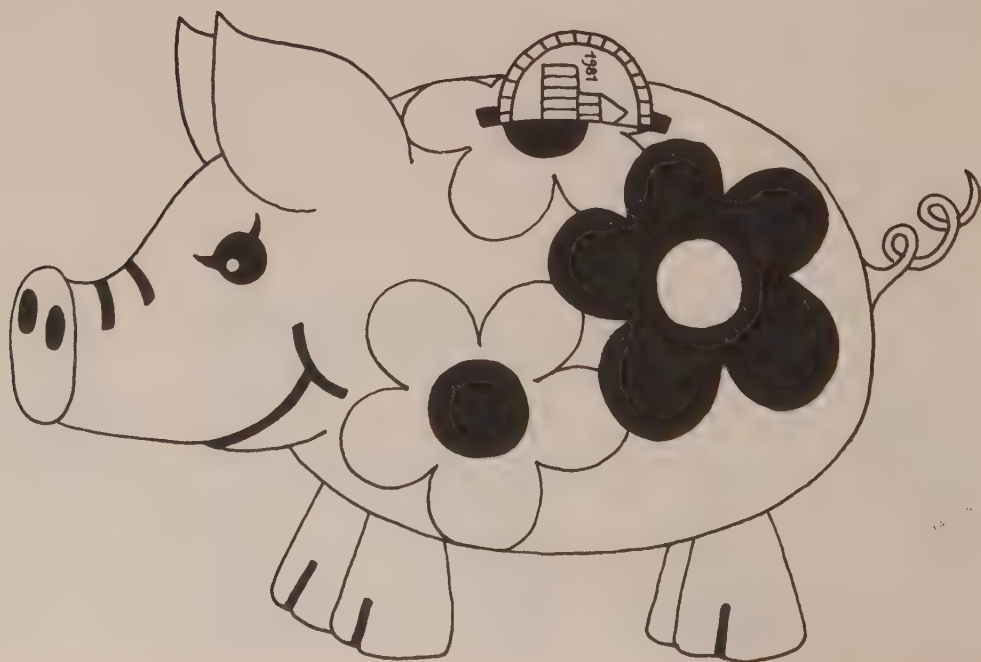
5³ 6 7 8 10 12 14 16

**NOW, THAT'S
ENTERTAINING!**

**NOW, THAT'S—
ENTERTAINING!**

[illegible]

THE CREATIVE CON\$UMER



UNIT V

THE CREATIVE CONSUMER

A. Plans, Procedures and Preliminary Preparations

PREPARE YOUR STUDENTS TO BECOME BETTER CONSUMERS THROUGH THE COMPLETION OF THE FOLLOWING ACTIVITIES. THIS UNIT SHOULD BE USED TO ENRICH THESE CONCEPTS:

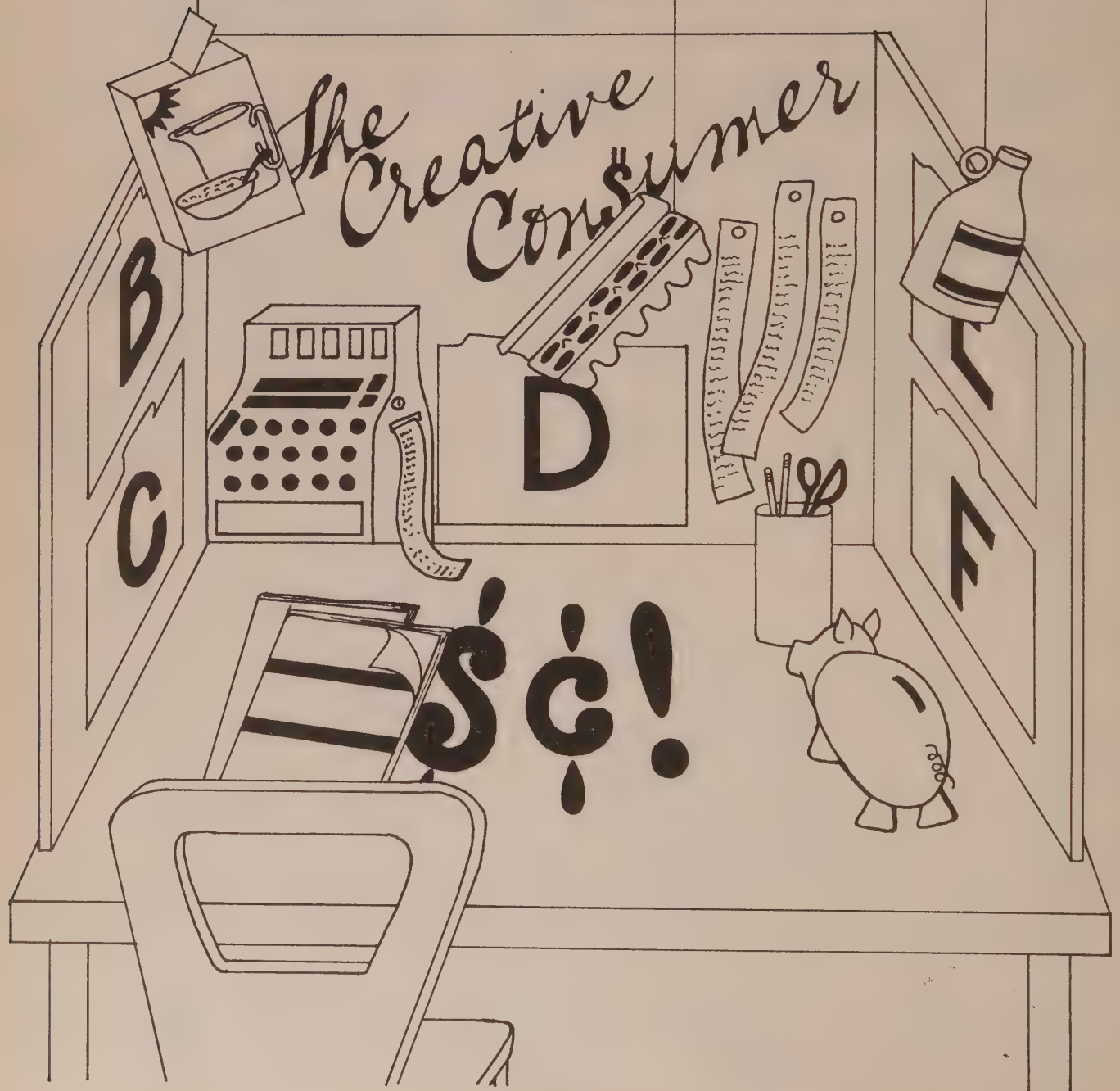
- ★ DESCRIPTIVE WRITING
- ★ FOUND POETRY
- ★ SLOGANS
- ★ FACT VS. OPINION
- ★ WORD RELATIONSHIPS

IF YOU USE THIS OUTLINE, YOUR CLASS WILL BECOME CREATIVE CONSUMERS AS WELL AS CREATIVE WRITERS.

1. COVER YOUR LEARNING CARREL WITH ADVERTISEMENTS FROM MAGAZINES.
2. USING THE OPAQUE PROJECTOR, ENLARGE THE LETTERS ON OUR TITLE PAGE FOR YOUR CARREL.
3. CUT OUT EACH ACTIVITY DESIGN (B, C, D, F) AND SECURE IT TO THE FRONT OF A FOLDER.
4. PLACE EACH FOLDER IN AN APPROPRIATE PLACE ON THE CARREL.
5. BE SURE TO HAVE MAGAZINES AVAILABLE FOR SECTION C.
6. LET YOUR STUDENTS DECORATE THE CARREL WITH ADDITIONAL FEATURES SUCH AS SLOGANS OR PICTURES.

\$ \$ \$ \$? \$ \$ \$ \$

LEARNING CARREL DESIGN

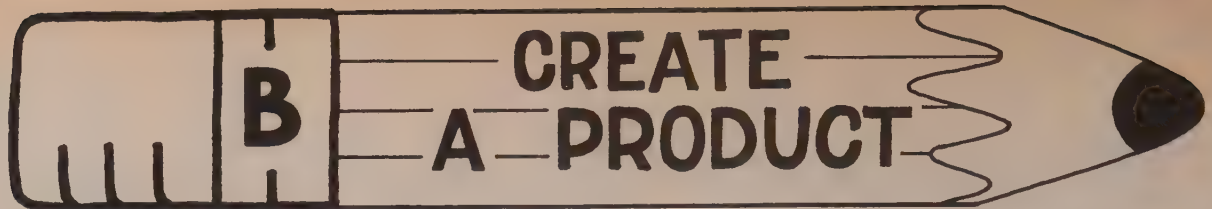


This page was designed for you to color and use as a folder cover for your learning carrier.

CREATE A

PRODUCT





YOU ARE THE MARKETING
VICE-PRESIDENT OF A LARGE COMPANY,

NEW AGE UNLIMITED.

YOUR GROUP HAS JUST DEVELOPED
A NEW REVOLUTIONARY ITEM WHICH
HAS THE POTENTIAL FOR ELIMINATING
MANY OF THE CRISES ENCOUNTERED BY THE AVERAGE
HOUSEWIFE. YOU MUST PREPARE A ONE PAGE DESCRIPTION
OF THE PRODUCT TO DISTRIBUTE AT THE NEXT NATIONAL
SALES MEETING.

Be sure to include the following details:

1. NAME OF PRODUCT
2. REASONS FOR INVENTING THE PRODUCT
3. EXTRAORDINARY CHARACTERISTICS
4. SELLING POINTS
5. COMPARISON TO OTHER PRODUCTS
CURRENTLY AVAILABLE

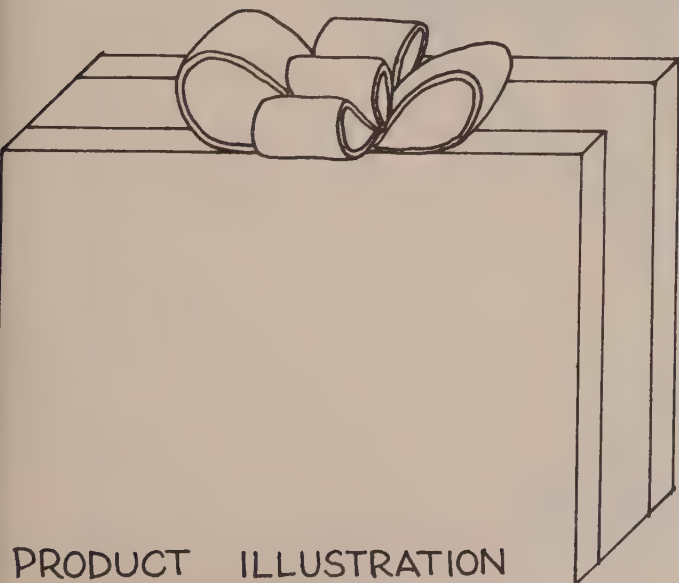
B

NAME _____
DATE _____
CREATE-A-PRODUCT

NEW AGE UNLIMITED

Proudly Presents

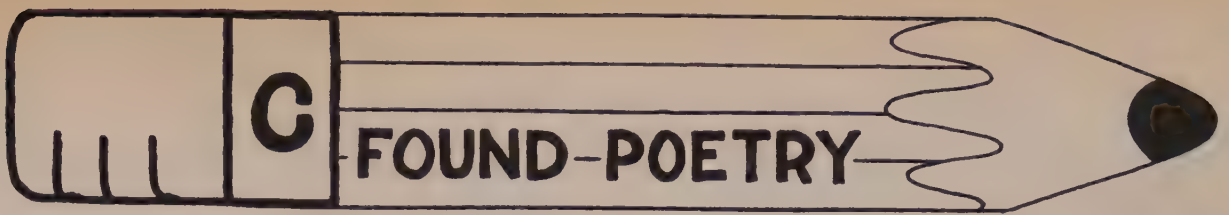
(NAME OF PRODUCT)



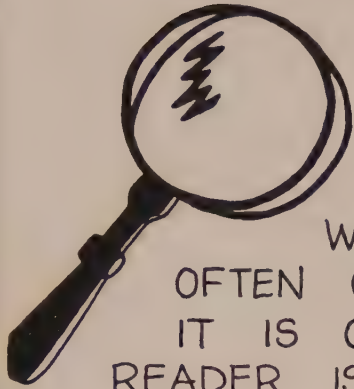
PRODUCT ILLUSTRATION

FOUND POETRY





WOULDN'T YOU LIKE TO BE A POETRY DETECTIVE?

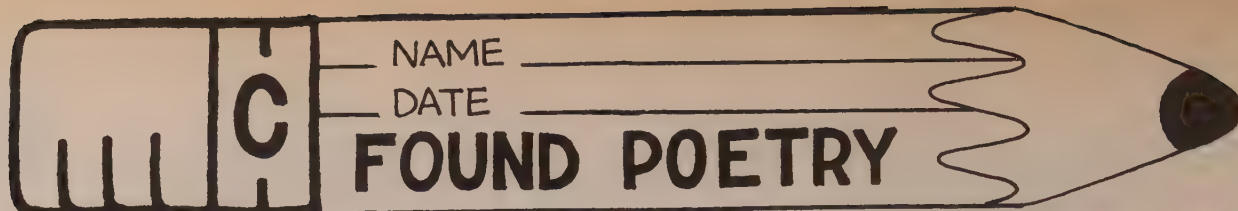


ORDINARY SENTENCES OR VERSE THAT WERE ORIGINALLY CREATED FOR ADVERTISING OFTEN CONTAIN ELEMENTS KNOWN AS ◀FOUND▶ POETRY. IT IS CALLED ◀FOUND▶ POETRY BECAUSE THE READER IS FINDING POETRY IN SOMETHING THAT WAS ORIGINALLY INTENDED FOR ANOTHER PURPOSE.

Here ARE SOME EXAMPLES THAT WERE ◀FOUND▶ IN RECENT MAGAZINES:

- ... IS BUILT UP LAYER ON LAYER, SHADE ON SHADE, CREATING DEPTH AND REALISM.
- ... IT'S STRIPED, HOT PINK, WHITE AND AQUA BLUE.
- ... THE SOUL WITH A FRAGRANCE THAT IS CLEAN, FRESH, SPARKLING.
- ... PRACTICAL CONVEYANCE WITH ABOUT AS MUCH ZING AS A BOWL OF WARM TAPIOCA.
- ... I WAS DREAMING ABOUT HER IN THE AUTUMN SUN AND THE GENTLE BREEZE WITH THE BIRDS CHIRPING AND THE LEAVES RUSTLING.
- ... IT WILL BE SOMETHING TO REMEMBER FOR YEARS OF TOMORROWS.

.....



Look

THROUGH THE MAGAZINES PROVIDED AND
◀FIND▶ SIX EXAMPLES OF ◀FOUND▶ POETRY.
COPY THEM ON THE SPACES BELOW.

HINT: ◀FOUND▶ POETRY IS DIFFERENT THAN
SLOGANS. LOOK FOR PHRASES WITH LOTS
OF ADJECTIVES.

1.

2.

3.

4.

5.

6.

NAME _____
DATE _____
FOUND-POETRY

USE THE EXAMPLES OF ◀FOUND▶ POETRY THAT WERE PROVIDED TO CREATE TWO ORIGINAL POEMS OF YOUR OWN. YOU MAY USE THE ◀FOUND▶ POETRY ANYWHERE IN THE BODY OF YOUR POEM. YOU MIGHT HAVE BEEN LOST ~ BUT NOW YOU'RE ◀**FOUND**▶.

①

②



Select
a
Slogan.

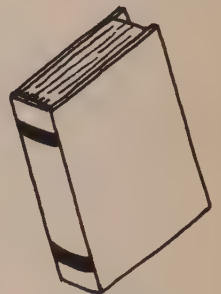
This page was designed for you to color and use as a folder cover for your learning cartel.

NAME _____
 DATE _____
SELECT-A-SLOGAN

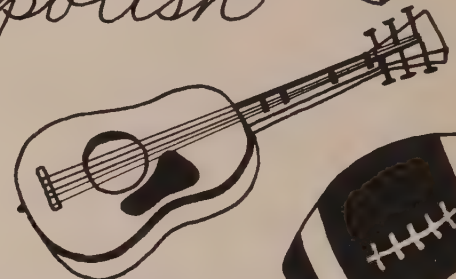
CONSUMERS NEED TO BEWARE OF CATCHY SLOGANS WHICH TEND TO ACCENTUATE ONLY THE POSITIVE ASPECTS OF A PRODUCT. IMAGINE THAT YOU ARE A MEMBER OF A LARGE ADVERTISING FIRM. DEVELOP SLOGANS (ONE TO TWO LINES EACH) FOR FIVE OF THE FOLLOWING PRODUCTS:



a hair blower
 a mystery novel
 fingernail polish



a guitar

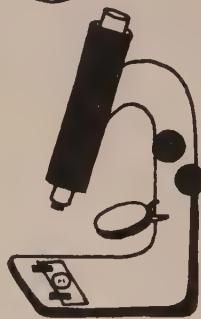


a football



a hamburger

a microscope



potato chips

a skateboard

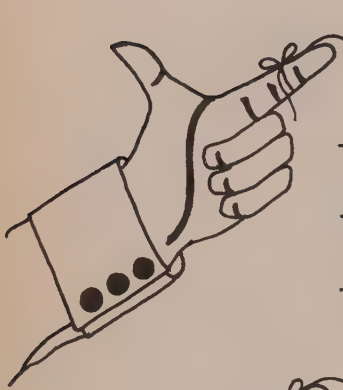
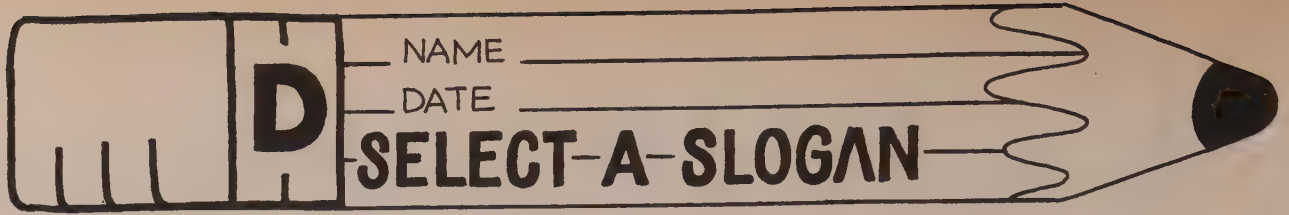


AN EXAMPLE:



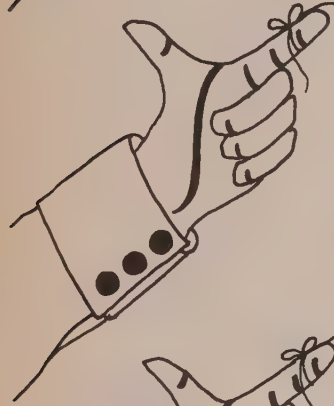
roller skates

YOU CAN ROLL AND ROCK
 AROUND THE BLOCK!



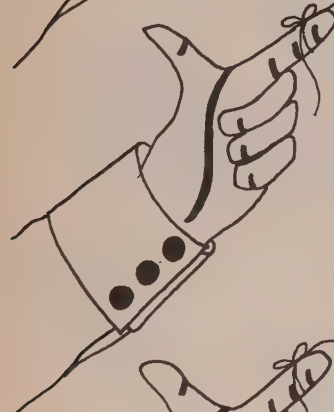
①

Product:



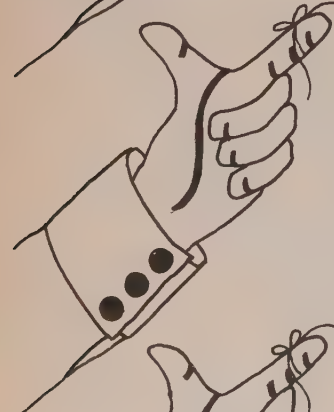
②

Product:



③

Product:



④

Product:



⑤

Product:

THE CONCERNED-CONSUMER

IT IS YOUR DUTY AS A CONCERNED CONSUMER TO INFORM OTHERS ABOUT THE POSITIVE AS WELL AS THE NEGATIVE ASPECTS OF CERTAIN PRODUCTS. YOU MUST INTERVIEW THREE DIFFERENT PEOPLE CONCERNING THEIR OPINIONS OF THE PRODUCT YOU CHOOSE. IF POSSIBLE, YOU SHOULD VISIT AT LEAST THREE STORES TO INVESTIGATE QUALITY AND COMPARE COSTS.

CHOOSE ONE:

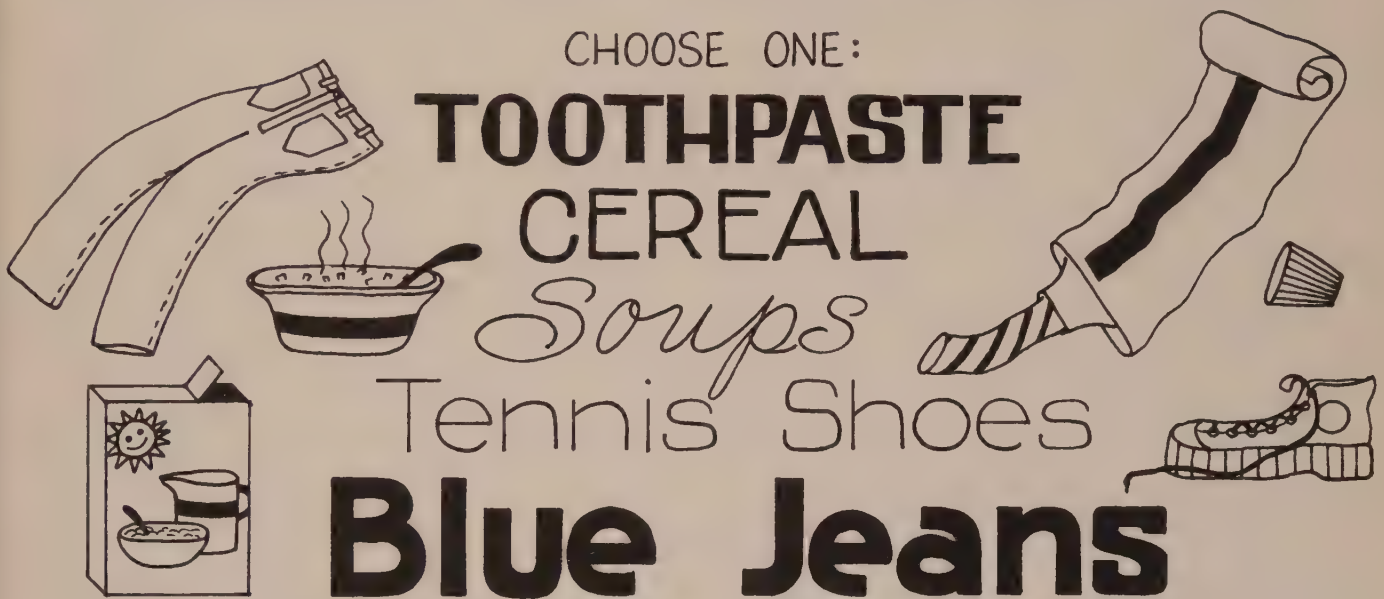
TOOTHPASTE

CEREAL

Soups

Tennis Shoes

Blue Jeans



Be sure to include the following:

1. The various types available
2. What seems to motivate a person to buy one brand or another
3. Cost as compared to quality

DATE _____

Recommendations of _____, the Concerned Consumer

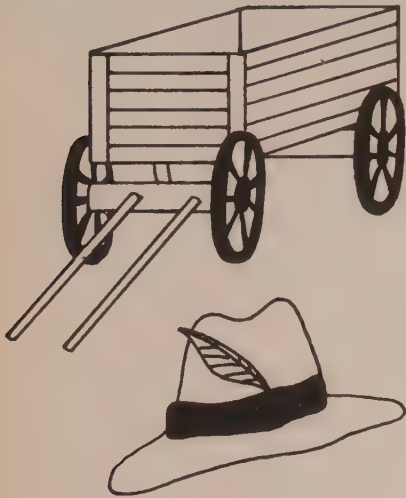
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PROPAGANDA TECHNIQUES

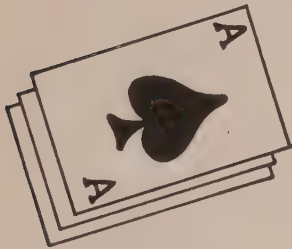


F PROPAGANDA TECHNIQUES

PROPAGANDA TECHNIQUES ARE OFTEN USED IN ADVERTISEMENTS TO CONVINCE CONSUMERS. HERE ARE SOME DIFFERENT TYPES OF PROPAGANDA TECHNIQUES YOU MIGHT FIND IN ADVERTISING.



1) **BANDWAGON** THIS IS A FOLLOW-THE-GROUP TECHNIQUE, THE BUYER IS URGED TO JOIN THE WINNING TEAM.



2) **PLAIN FOLKS** THIS IS OFTEN USED BY PUBLIC SPEAKERS, BUSINESS PERSONS, ETC., TO GAIN FAVOR BY DRESSING AND SPEAKING LIKE THOSE THEY WISH TO IMPRESS.

3) **STACKING THE CARDS** THIS TECHNIQUE USUALLY INVOLVES WITHHOLDING SOME ELEMENTS OF THE TRUTH OR MAKING FALSE STATEMENTS APPEAR TO BE TRUE.



4) **TESTIMONIAL** THIS TECHNIQUE USES SOME WELL-KNOWN PERSON AS AUTHORITY TO ENDORSE A PRODUCT. TESTIMONIAL AND TRANSFER ARE SIMILAR TECHNIQUES.



5) **TRANSFER** THIS TECHNIQUE TRIES TO ASSOCIATE THE LONG-STANDING FEELINGS FOR SOMETHING WITH A PRODUCT OR ISSUE. FOR EXAMPLE, MOVIE STARS ADVERTISE PRODUCTS AND THE CONSUMER TRIES TO BECOME LIKE THE MOVIE STAR.

	NAME _____
	DATE _____
PROPAGANDA-TECHNIQUES	

Look IN MAGAZINES AND NEWSPAPERS TO
FIND EXAMPLES IN EACH OF THE FOLLOWING
TECHNIQUES:

BANDWAGON

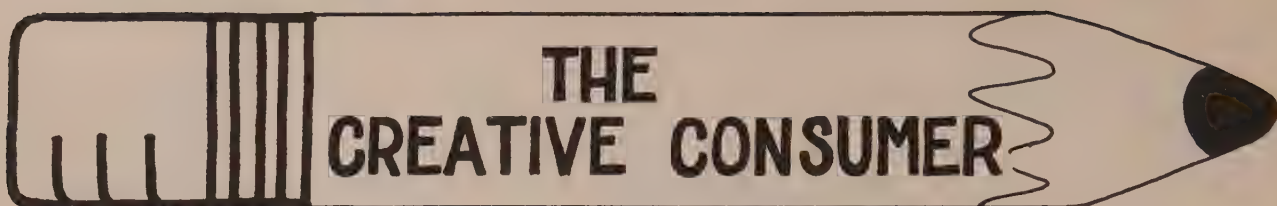
PLAIN FOLKS

STACKING THE CARDS

TESTIMONIAL

TRANSFER

UNIT V



NAME _____

B

C

D

E

F

TEACHER'S COMMENTS

[illegible]



UNIT VI

THE UN-SEASON

A. Plans, Procedures and Preliminary Preparations

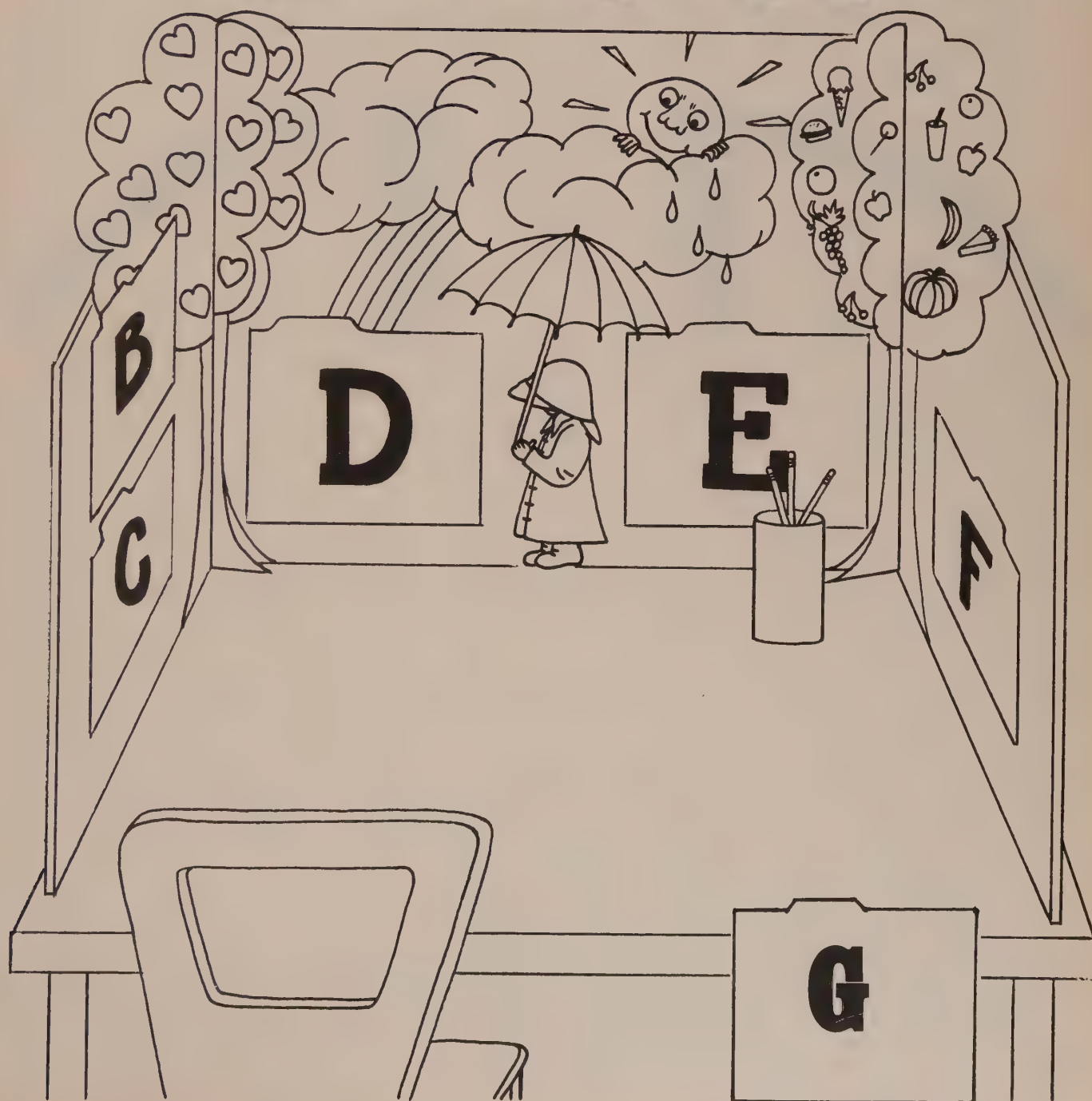
HERE'S THE PERFECT CHANCE TO LET YOUR STUDENTS CREATE SOMETHING FROM SCRATCH — A BRAND NEW SEASON OF THE YEAR. THIS UNIT WILL ENRICH THE FOLLOWING CONCEPTS:

- ★ STORY DEVELOPMENT
- ★ LETTER WRITING
- ★ PREFIXES AND SUFFIXES
- ★ WORD MEANINGS
- ★ SENTENCE COMPLETION

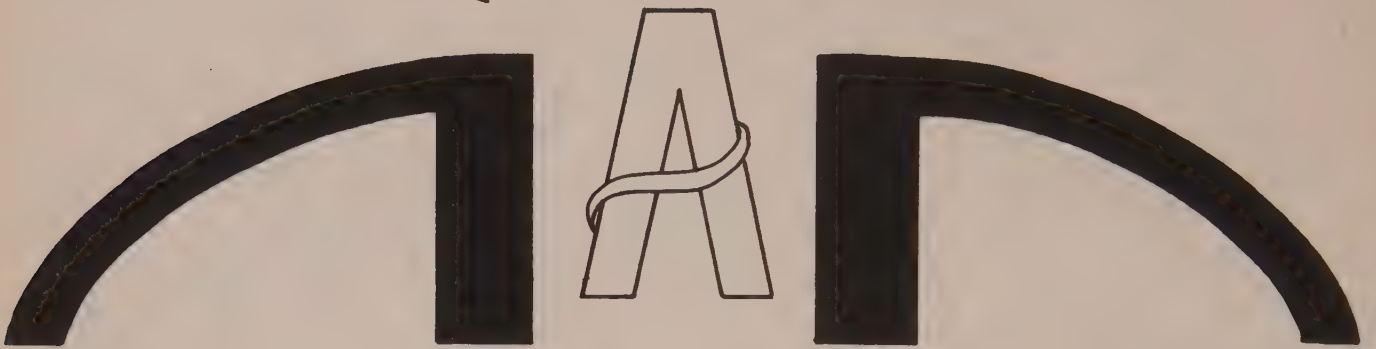
NOW, FOLLOW THESE BASIC DIRECTIONS TO PROMOTE CREATIVE WRITING IN YOUR CLASSROOM.

- 1.** COVER YOUR LEARNING CARREL WITH WRAPPING PAPER IN SEVERAL BRIGHT SOLID COLORS.
- 2.** USING THE OPAQUE PROJECTOR, ENLARGE THE LETTERS ON OUR TITLE PAGE FOR YOUR LEARNING CARREL.
- 3.** CUT OUT EACH ACTIVITY DESIGN (B, C, D, E, F, **G**) AND SECURE IT TO THE FRONT OF A FOLDER.
- 4.** PLACE EACH FOLDER IN AN APPROPRIATE PLACE ON THE CARREL.
- 5.** LET YOUR STUDENTS CREATE ADDITIONAL FEATURES (E.G. — CLOUDS, SUN, RAIN — REMEMBER, THE UNSEASON IS UN-TRADITIONAL).

LEARNING CARREL DESIGN



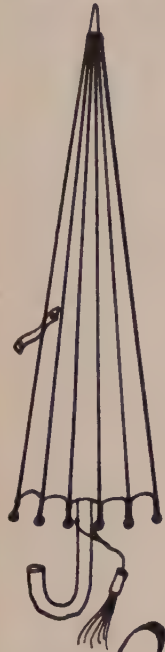
CREATE



SEASON

B CREATE-A-SEASON

NEWS FLASH



THE WORLD STUDENT COUNCIL HAS JUST DECIDED THAT INSTEAD OF FOUR SEASONS THERE WILL BE FIVE! THREE MONTHS AGO, THE PLANET EMORE WAS JARRED OFF COURSE AND BEGAN ORBITING THE SUN AS ANOTHER PLANET IN OUR SOLAR SYSTEM. THIS ACCIDENT HAS CAUSED MANY SCIENTIFIC CHANGES, NOT THE LEAST OF WHICH WAS THE CREATION OF AN ADDITIONAL SEASON OF THE YEAR!! FOR TWO MONTHS OF THE YEAR THE EARTH HAS BEEN TURNED INTO A WHOLE NEW TYPE OF ENVIRONMENT.

On the following page,

WRITE A DESCRIPTION OF THIS SEASON. BE SURE TO INCLUDE:

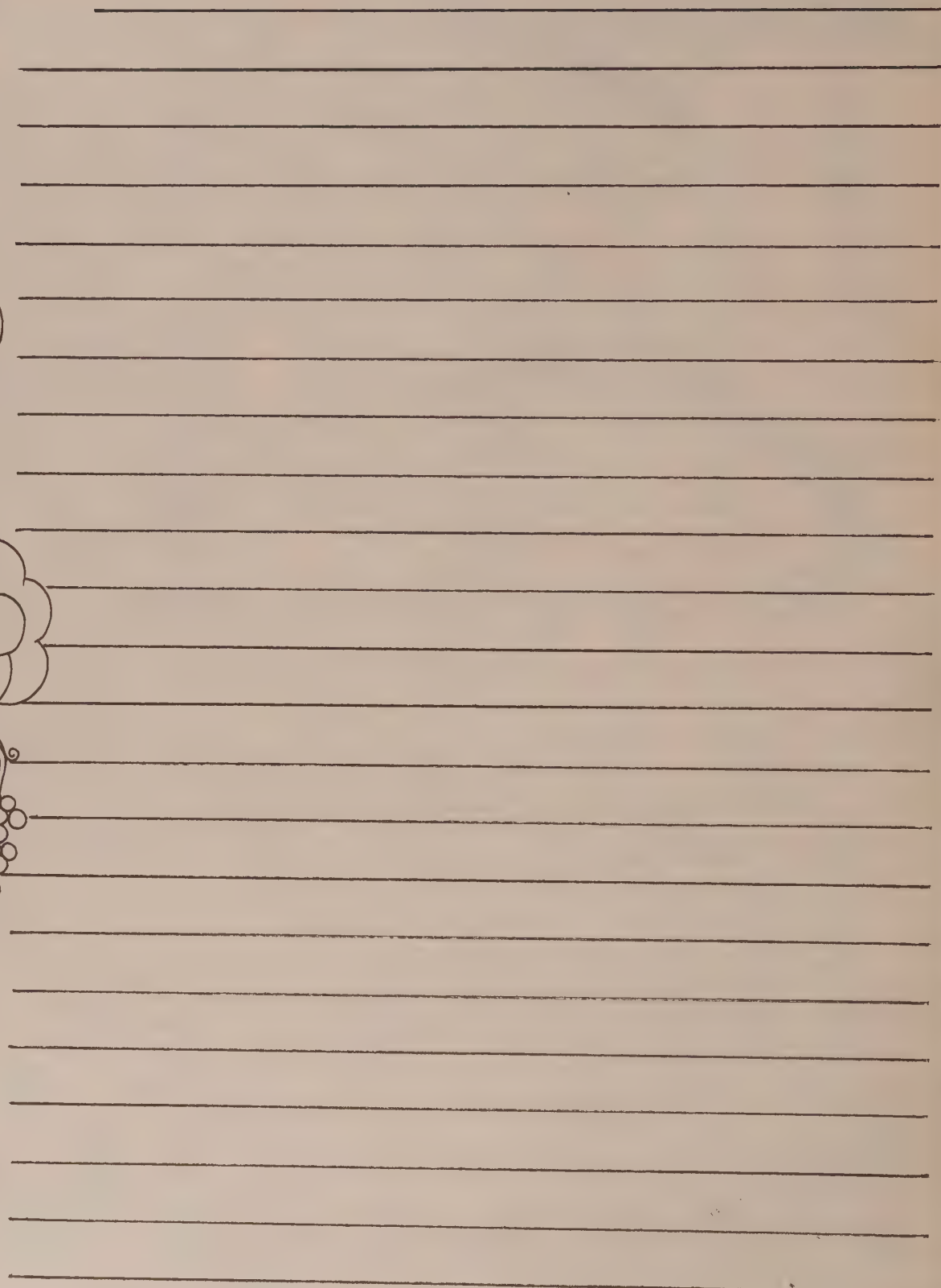
- THE NAME OF THE SEASON
- THE MONTHS IN WHICH IT FALLS (CREATE YOUR OWN!)
- TEMPERATURE RANGE AND OTHER DETAILS OF THE WEATHER.
- POPULAR RECREATIONAL ACTIVITIES
- CLOTHING STYLES
- FRESH FOODS AVAILABLE
- IMPORTANT EVENTS



DATE _____



CREATE-A-SEASON

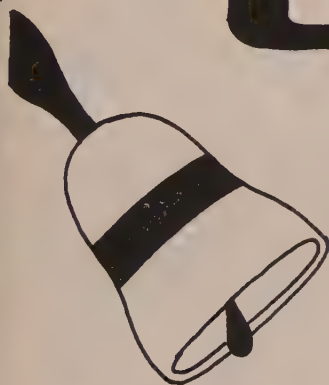




ORIGIN

OF A

HOLIDAY



ORIGIN OF A HOLIDAY

MANY PEOPLE FIND THAT HOLIDAYS ARE THEIR FAVORITE PART OF ANY SEASON. THANKSGIVING, CHRISTMAS, HANUKAH AND THE FOURTH OF JULY ARE ALL HOLIDAYS THAT APPEAL TO PEOPLE OF ALL AGES. HAVE YOU EVER WONDERED ABOUT HOW THE VARIOUS HOLIDAYS BEGAN?

Originally, the holidays were quite different than they are today!

CHOOSE ONE PARTICULAR HOLIDAY IN WHICH YOU HAVE A CERTAIN INTEREST. GO TO THE MEDIA CENTER OR LIBRARY AND RESEARCH THE TOPIC. AFTER YOU HAVE TAKEN NOTES AND COMPLETED YOUR INVESTIGATION, WRITE A REPORT ABOUT IT ON THE PAGE PROVIDED. YOU MIGHT EVEN WANT TO MAKE AN ORAL PRESENTATION TO YOUR CLASS!

REMEMBER THE MORE HOLIDAYS THAT ARE DISCUSSED, THE BETTER. TRY TO SELECT ONE THAT IS DIFFERENT FROM YOUR CLASSMATES. HERE ARE SOME OTHER EXAMPLES.

EASTER *Election Day*
♥ **VALENTINE'S DAY** ♣ ST. PATRICK'S DAY
COLUMBUS DAY *FLAG DAY*
Mother's Day PURIM MEMORIAL
HALLOWEEN **LABOR DAY** DAY

CAN YOU THINK OF ANY OTHERS?

NAME _____
DATE _____
C ORIGIN-OF-A-HOLIDAY

MY FAVORITE HOLIDAY



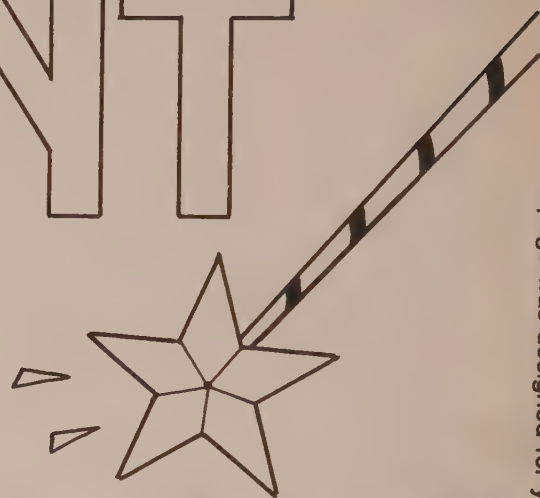
SYMBOLS OF MY FAVORITE HOLIDAY

Blank box for drawing symbols of the favorite holiday.



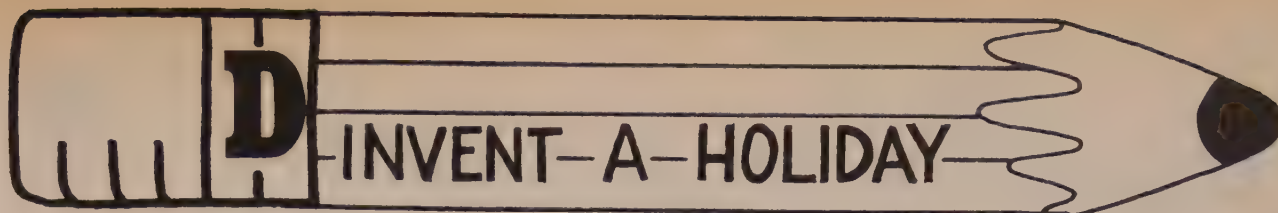
INVENT

A



HOLIDAY

This page was designed for you to color and use as a folder cover for your learning carrel.



AFTER CAREFUL CONSIDERATION AND CONSULTATION WITH MANY ADVISORS,

THE PRESIDENT OF THE UNITED STATES

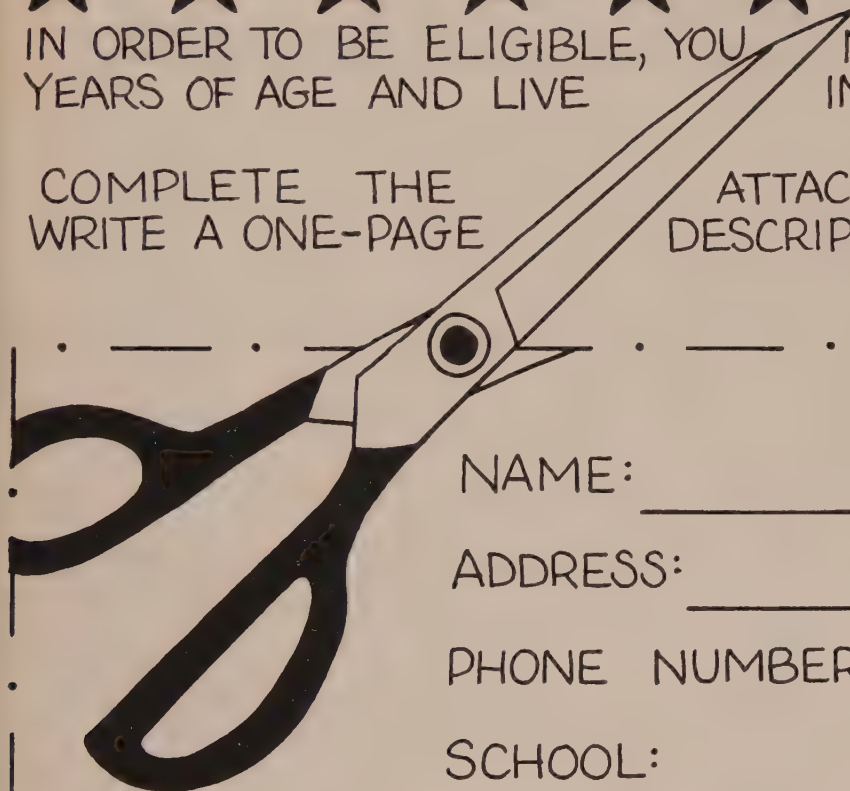
HAS DECLARED THAT THERE WILL BE A NEW HOLIDAY. SCHOOLS THROUGHOUT THE COUNTRY ARE PARTICIPATING IN THE PRESIDENT'S FIRST ANNUAL HOLIDAY CONTEST.



IN ORDER TO BE ELIGIBLE, YOU MUST BE AT LEAST SEVEN YEARS OF AGE AND LIVE IN THE UNITED STATES.

COMPLETE THE
WRITE A ONE-PAGE

ATTACHED APPLICATION AND
DESCRIPTION OF YOUR HOLIDAY.



NAME: _____ AGE: _____

ADDRESS: _____

PHONE NUMBER: _____

SCHOOL: _____

PARENTS' NAMES: _____
(IF UNDER 18 YEARS OF AGE)

REASON FOR ENTERING: _____

NAME _____
DATE _____

INVENT-A-HOLIDAY

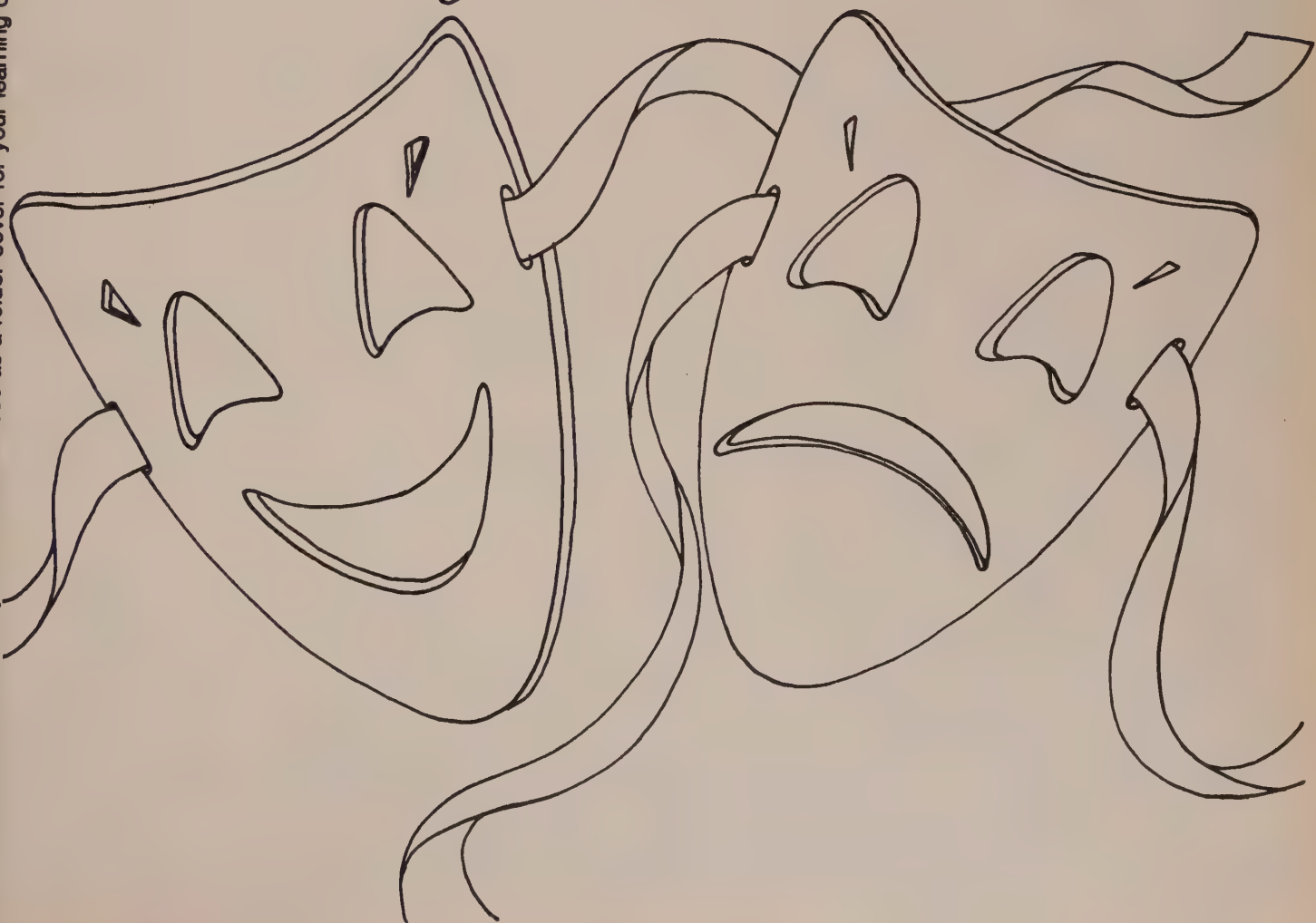
PLEASE,

INCLUDE THE FOLLOWING INFORMATION IN YOUR DESCRIPTION:

- ORIGIN OF THE HOLIDAY
- SPECIAL EVENTS PLANNED
- TRADITIONAL FOODS SERVED
- OTHER IMPORTANT DETAILS
- DATE
- CLOTHING
- HOLIDAY COLORS

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Character Request



E CHARACTER REQUEST

THERE ARE CERTAIN CHARACTERS WHO ARE CLOSELY ASSOCIATED WITH PARTICULAR HOLIDAYS, FOR EXAMPLE -



The Easter Bunny
Santa Claus
Father Time

SINCE YOU HAVE INVENTED YOUR OWN HOLIDAY, YOU NEED TO NAME AND SELECT A CHARACTER TO REPRESENT IT. COMPOSE A LETTER TO YOUR LOCAL NEWSPAPER DESCRIBING YOUR SEARCH FOR JUST THE RIGHT PERSON. YOUR LETTER SHOULD LIST ALL THE MAJOR QUALITIES YOUR CHARACTER MUST POSSESS - PHYSICAL DESCRIPTION, MAGICAL ABILITIES, COSTUME, RESIDENCE, ETC.

+ + + + + + + + + +

THE SUCCESS OF YOUR HOLIDAY WILL DEPEND ON LOCATING THE MOST APPROPRIATE PERSON TO REPRESENT IT. REMEMBER, THERE IS ONLY ONE.



Dear _____, Date _____

Dear

Date

123



PERFECT PREFIXES AND SUPERB SUFFIXES

This page was designed for you to color and use as a folder cover for your learning cartel.

F

NAME _____
DATE _____
PERFECT PREFIXES AND
SUPERB SUFFIXES

THE **UN-SEASON** IS AN IMAGINARY WORD THAT WAS DEVELOPED BY COMBINING A PREFIX, "UN," WITH A ROOT WORD, "SEASON". PREFIXES AND SUFFIXES GIVE YOU IMPORTANT CLUES TO THE DEFINITION OF WORDS. HERE IS A LIST OF COMMON PREFIXES AND SUFFIXES. YOU NEED TO COMPLETE THE PAGE BY ADDING THE FOLLOWING DETAILS:

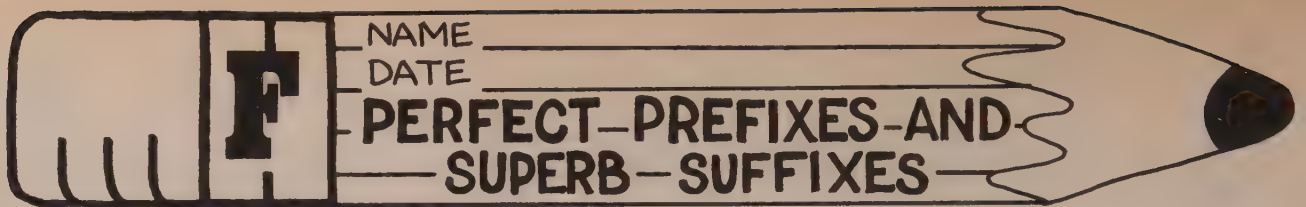
WRITE "P" OR "S" FOR PREFIX OR SUFFIX AND THEN DRAW A LINE TO THE CORRESPONDING MEANING.

P OR S

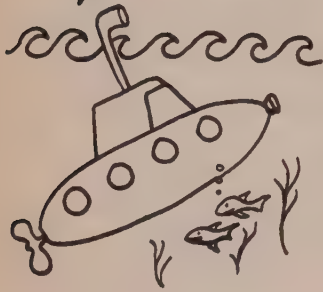
_____	less	•	◦ IN THE DIRECTION OF
_____	mal	•	◦ LIKE, PERTAINING TO
_____	able	•	◦ BENEATH
_____	over	•	◦ BAD, BADLY
_____	sub	•	◦ FULL OF, ABOUNDING IN
_____	ful	•	◦ CAPABLE OF BEING
_____	trans	•	◦ AROUND, SURROUND
_____	ish	•	◦ BEYOND, OVER, THROUGH
_____	ward	•	◦ WITHOUT, FREE FROM
_____	circum	•	◦ IN EXCESS

★Extra Credit★

WRITE A DESCRIPTION OF THE "UN-SEASON" USING AS MANY WORDS WITH PREFIXES AND/OR SUFFIXES AS POSSIBLE. DON'T BE OVEREXCITED OR CARELESS. BE CAREFUL!



As you know...



PREFIXES AND SUFFIXES GIVE MANY CLUES TO WORD MEANINGS. GIVE YOUR DEFINITIONS OF THE WORDS BELOW, USING YOUR KNOWLEDGE OF THE MEANINGS OF PREFIXES AND SUFFIXES.

malnutrition _____

homeward _____

submarine _____

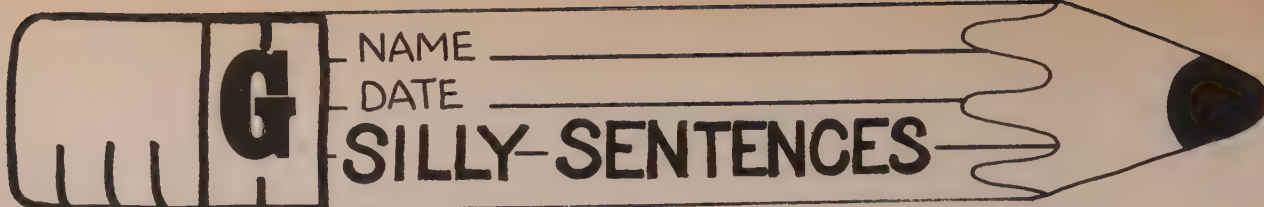
readable _____

bicycle _____

transparent _____



SILLY SENTENCES



FILL IN THE BLANKS AND THEN YOU WILL HAVE
YOUR STORY ABOUT THE UN-SEASON.



UPON A TIME, _____

EVERYONE WAS VERY EXCITED BECAUSE _____

AND _____

THEY WERE VERY
SURPRISED WHEN _____

SOON AFTER,

IN THE END, THE HOLIDAY BECAME IMPORTANT
BECAUSE _____

IT IS USUALLY CELEBRATED BY _____

EVERYONE SAYS

The End

**THE
UN-SEASON**

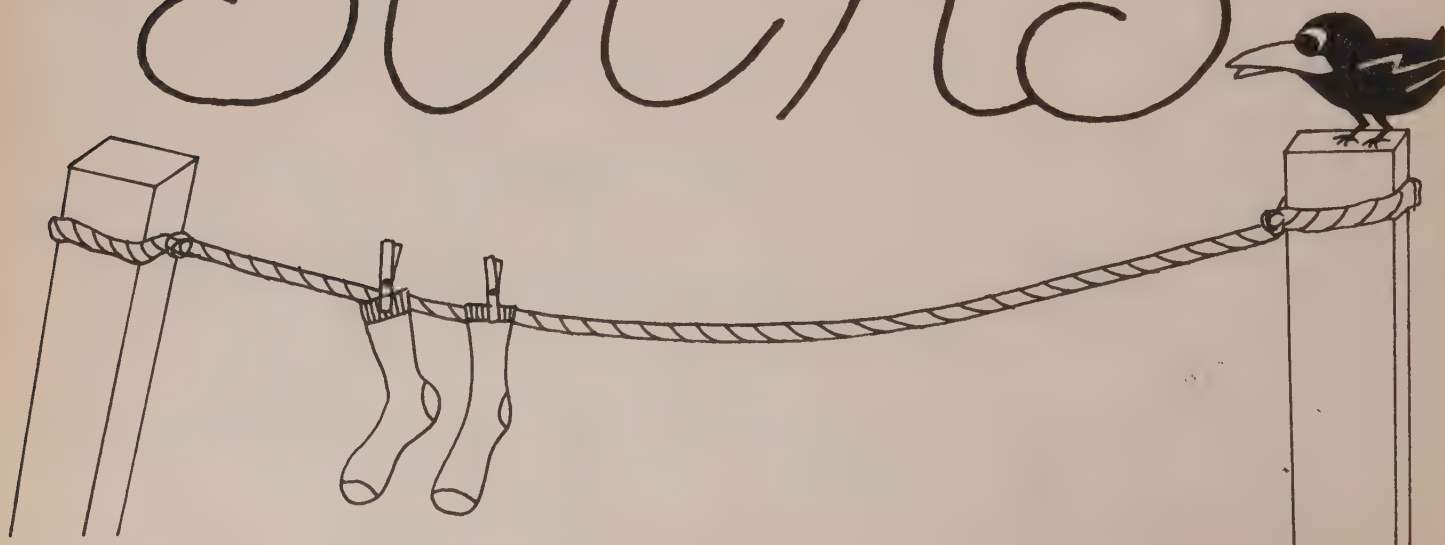
TEACHER'S COMMENTS

[illegible]

SURE
SHOTS
FOR

SPORTS

SOCKS



UNIT VII SURE SHOTS FOR SPORTS SOCKS

A. Plans, Procedures and Preliminary Preparations

DO YOU SOMETIMES THINK THAT SPORTS ARE THE MOST IMPORTANT THINGS IN YOUR STUDENTS' LIVES? DON'T FIGHT IT - JOIN THE TEAM! GET YOUR STUDENTS INVOLVED USING SPORTS AS A SPRINGBOARD FOR CREATIVE WRITING. THIS UNIT WILL ENRICH THE FOLLOWING CONCEPTS:



STORY COMPLETIONS POETRY IMAGINATIVE WRITING

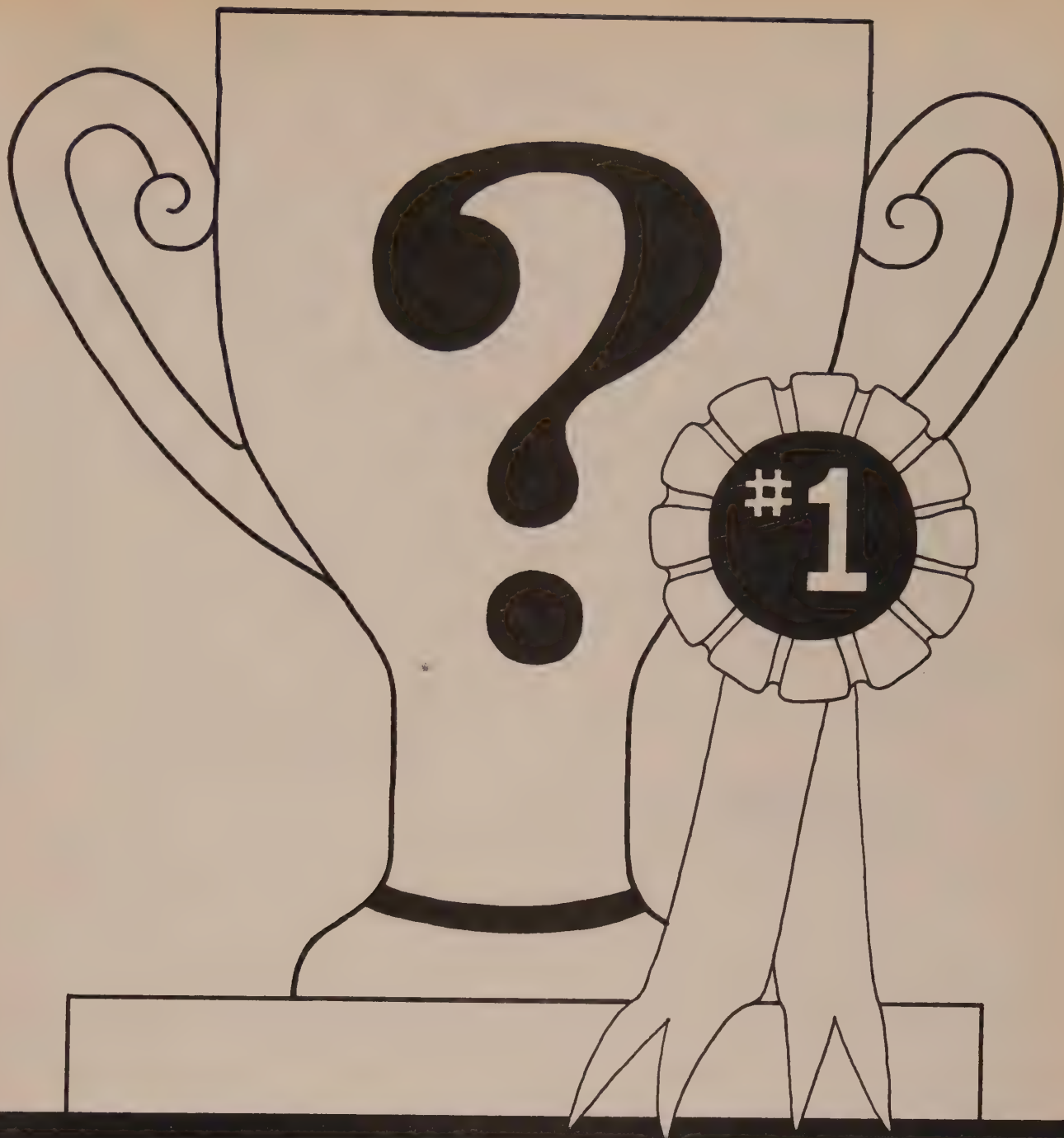
NOW, FOLLOW THESE BASIC DIRECTIONS TO PROMOTE CREATIVE WRITING IN YOUR CLASSROOM.

1. COVER YOUR LEARNING CARREL WITH THE SPORTS SECTION OF YOUR LOCAL NEWSPAPER OR SPORTS PICTURES FROM MAGAZINES.
2. USING THE OPAQUE PROJECTOR, ENLARGE THE LETTERS ON OUR TITLE PAGE FOR YOUR LEARNING CARREL.
3. CUT OUT EACH ACTIVITY DESIGN (B,C,D) AND SECURE IT TO THE FRONT OF A FOLDER.
4. PLACE EACH FOLDER IN AN APPROPRIATE PLACE ON THE CARREL.
5. LET YOUR STUDENTS MAKE MOBILES - ONE FOR EACH SPORT AND OTHER ADDITIONAL FEATURES.
6. YOU MIGHT WANT TO KEEP SEVERAL SPORTS MAGAZINES AT THE CARREL TO CREATE INTEREST.

★ THERE ARE MANY OTHER ACTIVITIES YOU COULD DO WITH A SPORTS THEME - LETTER WRITING, WORD GROUPING, SENTENCE COMPLETION, ETC. HAVE STUDENTS DEVELOP THESE FOR EXTRA CREDIT!

LEARNING CARREL DESIGN



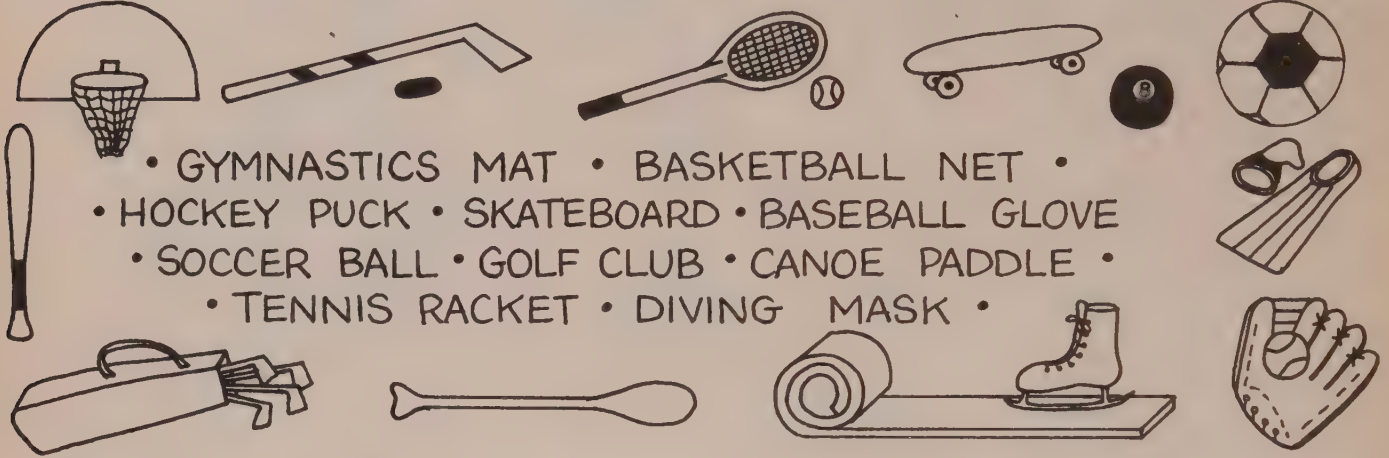


IF I WERE A...

DATE _____

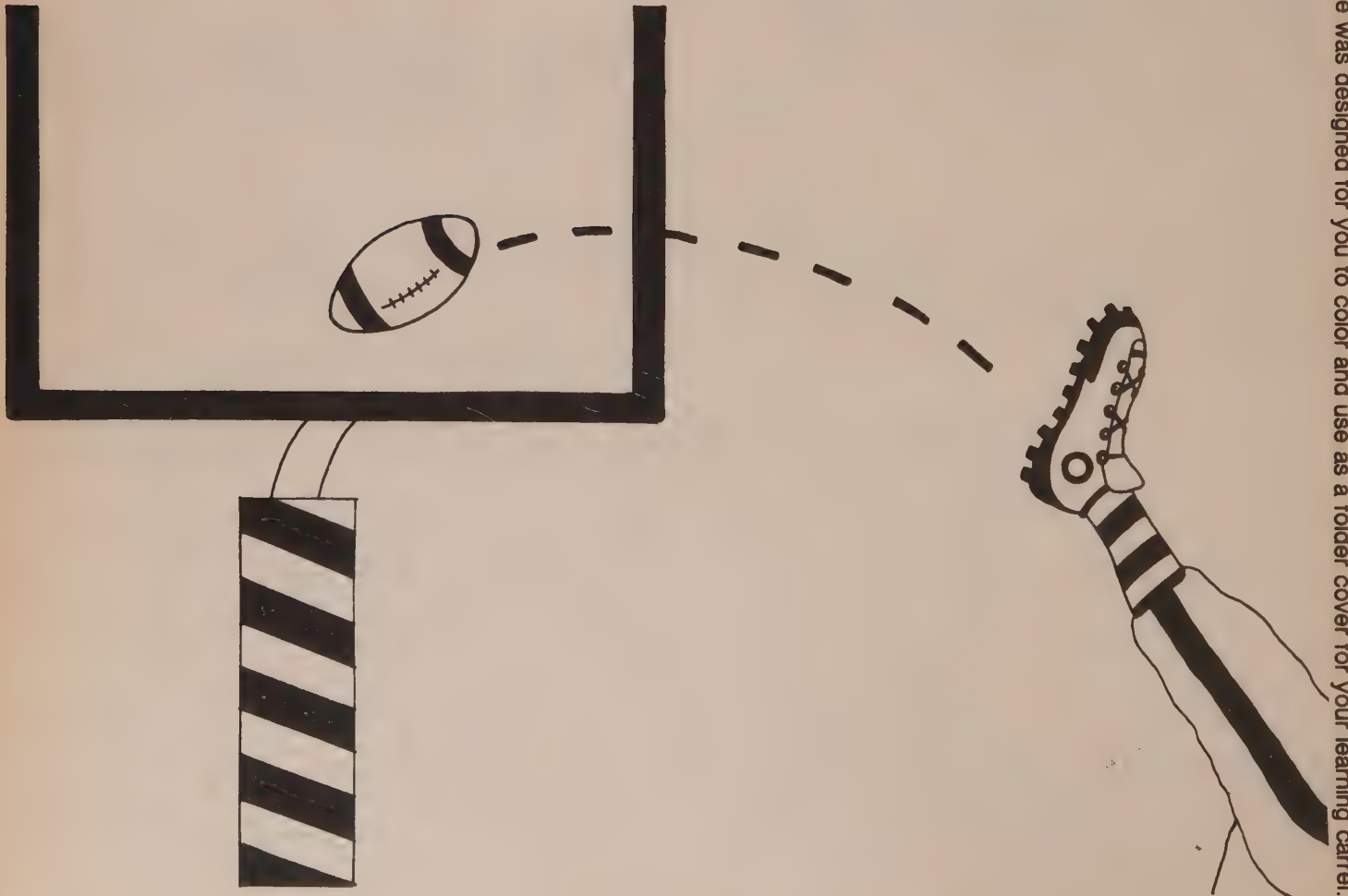
IF I WERE A...

INSTEAD OF PRETENDING YOU ARE A SPORTS PERSON, LET'S IMAGINE THAT YOU ARE AN INANIMATE OBJECT USED FOR A PARTICULAR SPORT. CHOOSE ONE OF THE FOLLOWING OR THINK OF YOUR OWN. WRITE A DESCRIPTION OF WHAT IT WOULD BE LIKE IF YOU WERE A...



IF I WERE A

FOOTBALL
MOTION



This page was designed for you to color and use as a folder cover for your learning cart.

	C	NAME _____
		DATE _____
POETRY-IN-MOTION		

2,4,6,8, Who do we appreciate ? SPORTS PLAYERS AND WRITERS

THIS IS YOUR CHANCE TO WRITE FOUR DIFFERENT POEMS OF FOUR DIFFERENT LENGTHS. ALL OF THE POEMS SHOULD BE ABOUT SPORTS. THE FIRST WILL BE TWO LINES; THE SECOND, FOUR; THE THIRD, SIX; AND THE FOURTH, EIGHT. HERE ARE SOME TOPICS TO GET YOU OFF TO A GOOD START. USE THESE - OR INVENT YOUR OWN!

STINKY BASKETBALL SHOES

Everyone's a Winner!

o o o o o Batter Up o o o o o

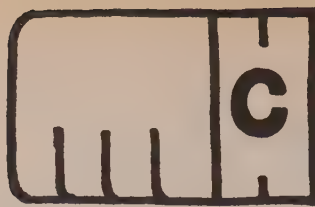
IT'S A RUNNER'S WORLD

~ SPORTS ARE SPECIAL ~

I CAN CANOE, CAN YOU?

o o o o o o o o o o o o o o o

Title: _____

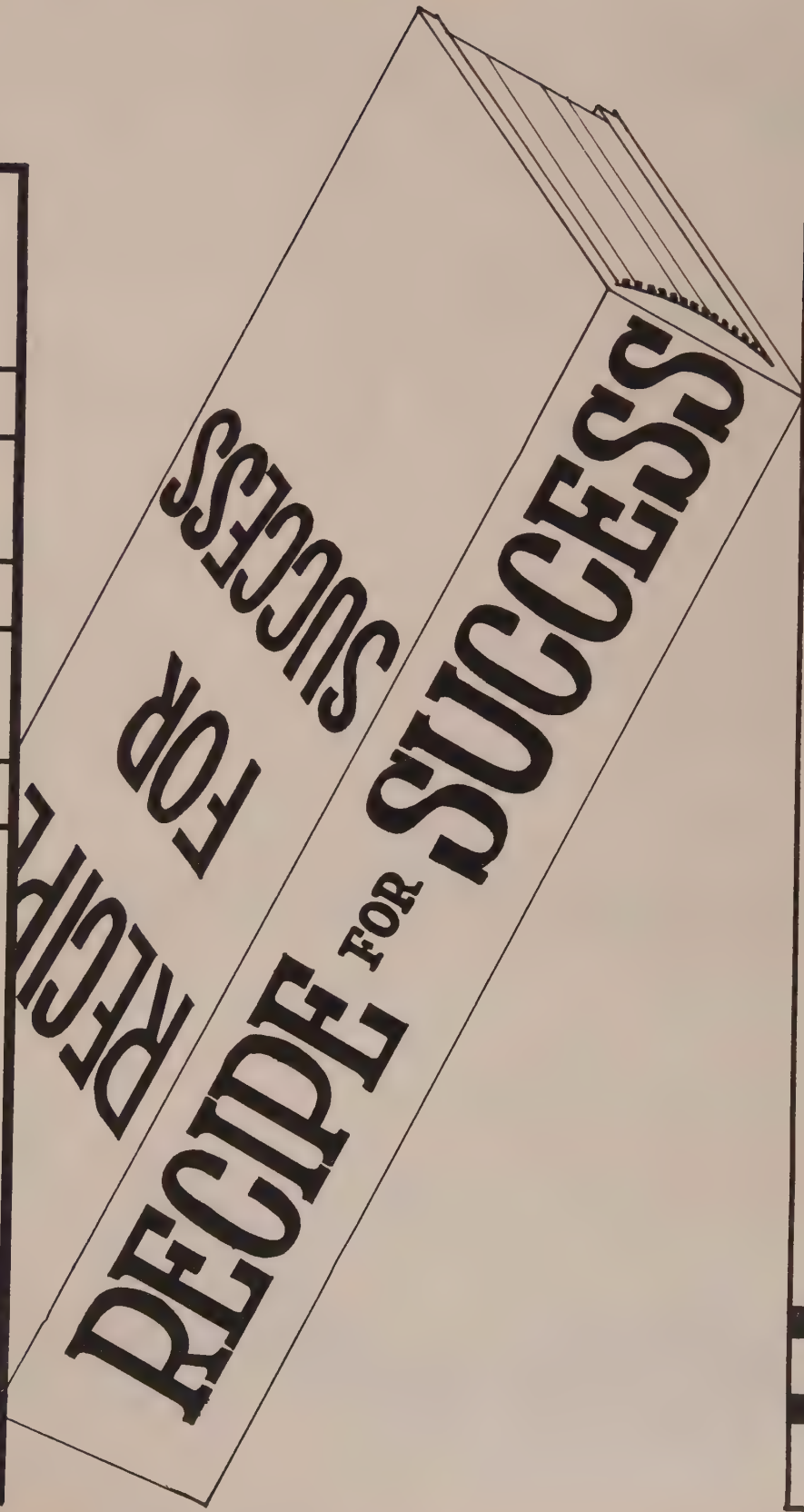
	NAME _____
	DATE _____
POETRY-IN-MOTION	

Title : _____

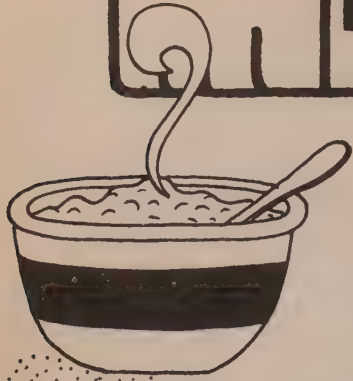
Title : _____

Title : _____

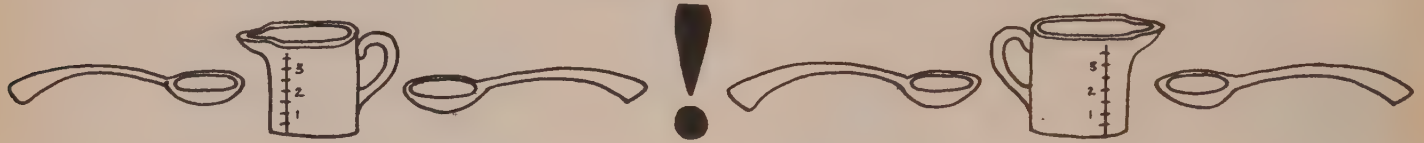
This page was designed for you to color and use as a folder cover for your learning carrel



D RECIPE-FOR-SUCCESS



TWO PEOPLE USE THE SAME RECIPE FOR A CAKE AND RESULTS COULD BE ENTIRELY DIFFERENT! THE SAME HOLDS FOR MOST SPORTS SITUATIONS. TOP SPORTS PERSONS HAVE MORE THAN JUST THE EQUIPMENT; THEY HAVE THE NECESSARY INGREDIENTS TO MAKE THEM OUTSTANDING PERSONS IN THEIR SPORTS FIELDS.



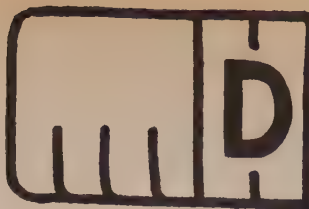
ON THE NEXT TWO PAGES YOU WILL WRITE RECIPES FOR SUCCESS IN TWO DIFFERENT SPORTS ACTIVITIES.

WHAT DOES IT TAKE TO MAKE AN OUTSTANDING ATHLETE?

COURAGE ABILITY OPTIMISM
PATIENCE TRAINING PRACTICE
GOOD SPORTSMANSHIP STRENGTH
TALENT TEAM SPIRIT
PERSEVERANCE

YOU MIGHT WANT TO INCLUDE SOME OF THESE "INGREDIENTS" IN YOUR RECIPE.





NAME _____

DATE _____

RECIPE FOR SUCCESS

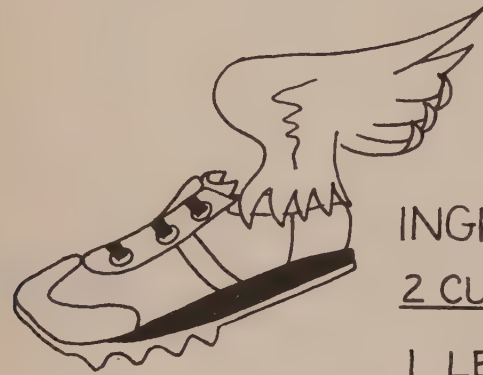


Recipe for a successful Runner



YOU'LL NEED: (EQUIPMENT)

TRACK SHOES



INGREDIENTS:

2 CUPS DETERMINATION

1 LB. PERSEVERANCE



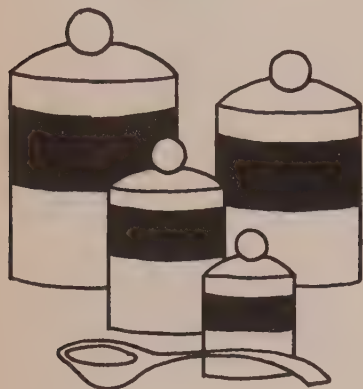
DIRECTIONS:

IN A WILLING BODY, MIX: _____

ADD: _____

NAME _____
DATE _____
RECIPE-FOR-SUCCESS

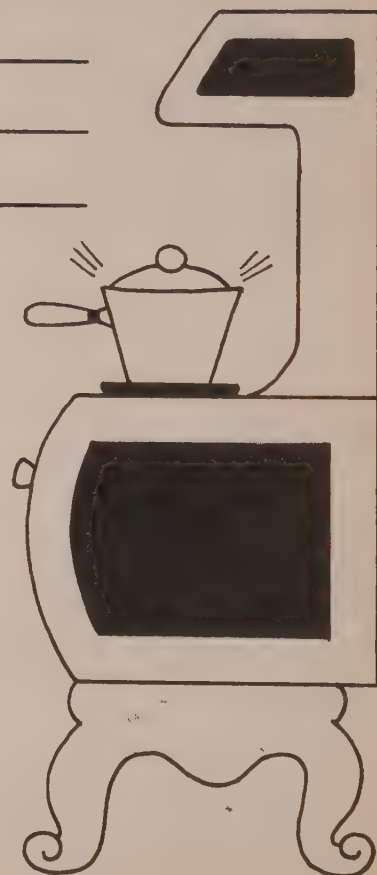
Recipe for a successful _____



YOU'LL NEED (EQUIPMENT):

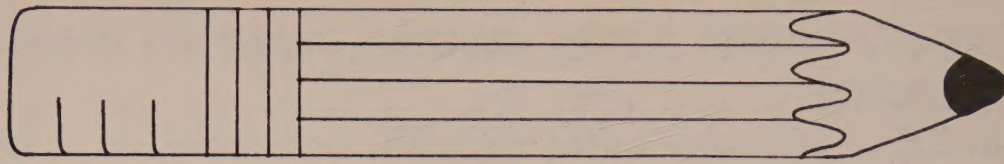
INGREDIENTS:

DIRECTIONS:



SURE SHOTS FOR SPORTS SOCKS

SURE SHOTS FOR SPORTS SOCKS



NAME _____

B

C

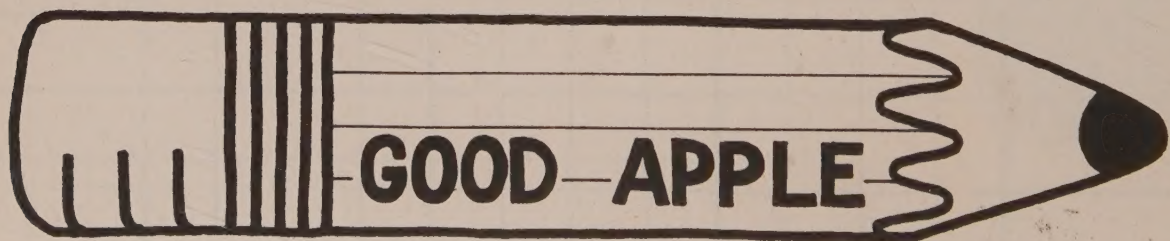
D

TEACHER'S
COMMENTS

[illegible]

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